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NATIONAL PRINTER JOURNALIST

BARNES — CROSBY COMPANY

"Globetypes"

Halftones and Electros From Halftones

The Best the World Has Ever Seen

The evidence of a 400-line **"Globetype"** (160,000 dots to the square inch) the halftone and electro printed on the same sheet for comparison, is yours for the asking.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-425 Dearborn Street, - - CHICAGO

We make designs, drawings, halftones, zinc etchings, wood and wax engravings, copper, nickel and steel electrotypes, but—we do no printing. Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a steel "GLOBETYPE"

WESEL ELECTRIC SELF-INKING PROOF PRESS

Hundreds in use. You touch the treadle and the press does the rest Works by hand also.

Avoid Half Way Improvements

When the old fashioned galley proof press gets too old fashioned for you, do not make the mistake of buying a proof press that is not at least self-inking.

Wesel makes four styles, and many sizes of each style, of self-inking proof presses; also self-feeding and self-inking; all of long-established effectiveness. It will pay you to send for and read "Twentieth Century Proofing." The lists of users and testimonials are convincing.

F. Wesel Manufacturing Co.

Main Office and Factories: 70-80 Cranberry St., Brooklyn, N. Y.

New York Store: 10 Spruce St. Chicago: 315 Dearborn St.

Manufacturers of Printing Materials and Everything for Photo-Engraving, Stereotyping and Electrotyping.

Snowflake

The PERFECT PRINTING PAPER

CATALOGS THAT *STAY*— ARE THE ONES THAT *PAY*—

Snowflake Enameled Book Paper makes Catalogs that *stay*, because it enables and inspires the printer to perform his best work upon it. If you are seeking genuine, dependable, *proven* high quality in a coated book paper you should not fail to take advantage of the presence of **Snowflake**.

The latest "**Snowflake**" brochure is a revelation of modern printing progress,—brimful of valuable suggestions and bright with exquisite color harmonies. It shows in convincing fashion, the fine results which are possible of production on this notable paper. Copies will be mailed (gratis) to interested applicants.

DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER CO.,	Milwaukee, Wis.	CENTRAL MICHIGAN PAPER CO.,	Grand Rapids, Mich.
INTERSTATE PAPER CO.,	Kansas City, Mo.	MUTUAL PAPER CO.,	Seattle, Washington
SOUTHWESTERN PAPER CO.,	Dallas, Texas	AMERICAN TYPE FOUNDERS CO.,	Spokane, Washington
SOUTHWESTERN PAPER CO.,	Houston, Texas	AMERICAN TYPE FOUNDERS CO.,	Vancouver, Br. Col.
PACIFIC COAST PAPER CO.,	San Francisco, Cal.	NATIONAL PAPER & TYPE CO.	(Export Only), N.Y. City
SIERRA PAPER CO.,	Los Angeles, Cal.	NATIONAL PAPER & TYPE CO.,	City of Mexico, Mex.
OAKLAND PAPER CO.,	Oakland, Cal.	NATIONAL PAPER & TYPE CO.,	City of Monterey, Mex.
		NATIONAL PAPER & TYPE CO.,	Havana, Cuba

J·W·Butler Paper Company

ESTABLISHED 1844 · CHICAGO

THE

Tubular-Plate Rotary Press

A New Feature which DOUBLES the Capacity of the Machine

DUPLEX TUBULAR SINGLE-PLATE 4-6-8-1C-12-14 AND 16-PAGE PRESS

IN THE DUPLEX SINGLE-PLATE ROTARY there is no collecting, no associating, no tapes, no half-speed cylinder. All sheets are cut after passing over the former—not before, as in other makes. **ALL DELIVERED BOOK-FOLD** and at the **SAME RATE OF SPEED.**

A few months ago we began to call the attention of newspaper publishers to a wonderful invention, that of a TUBULAR stereotype plate which doubles the product of each plate used in rotary presses and therefore doubles the product of any press equipped with it compared with the product of any press carrying an equal number of semi-cylindrical plates.

This announcement was so novel and the claims made were so revolutionary and so exceedingly important that publishers were naturally incredulous. The reputation of the Duplex Printing Press Company for progress—for NOT following on old lines, but for the practical application of new ideas and the production of vastly improved machines for printing newspapers — gave credit to our announcement, but many doubted and felt constrained to wait for demonstration.

The demonstration has been made in more than a score of important offices and all doubt is removed from the minds of those who have investigated.

The **TUBULAR-PLATE seals the ultimate doom of the semi-cylindrical plate.** No plate **that is** printing but **one-half** the time when the press is running can hold its own against a plate that is printing ALL the time and, therefore, delivering **an equal product** in **one-half** the time.

Let all who doubt read the next page. Had the Ohio publisher sent his telegram of inquiry to twenty-five daily users of our Tubular-Plate Press instead of ten he would doubtless have received similar replies from all of them.

Most of the **TUBULAR-PLATE PRESSES** at present in operation are of twelve page and sixteen page capacity. We are now building larger sizes and will soon be building any size required. The advantages will be relatively as great in the larger as in the smaller sizes.

SEE WHAT THE USERS SAY

READ THE FOLLOWING

Telegraphic Correspondence

RELATING TO THE

Duplex Tubular-Plate Rotary Press

On the first day of November the publisher of a well-known daily newspaper in Ohio sent the following telegram to the managers of TEN DAILY PAPERS using the Duplex Tubular-Plate Rotary Press:

"Please wire at our expense your experience with Duplex Tubular-Plate Press and stereotype machinery, particularly as to making and handling of plates and whether you have any trouble in putting plates on press."

He promptly received by wire from ALL of the parties addressed the following replies:

"Oklahoma City, Okla., Nov. 1, 1910.
"Duplex Tubular-Plate Press and stereotype machinery both giving entire satisfaction. Never had any trouble with plates. Are making twenty-seven thousand straight run daily from eight to sixteen pages. Get excellent print and make run in hour and twenty minutes, including all stops.
"DAILY POINTER."

"Lansing, Mich., Nov. 1, 1910.
"Duplex Rotary Press and stereotype machinery perfectly satisfactory. Would not change for other makes. We have no trouble in any respect and get fine presswork results every day.
"STATE REPUBLICAN,
"E. M. Thorpe, Pres.

'Rockford, Ill., Nov. 1, 1910.
"Have had six makes of presses. Duplex Single-Plate away ahead of all of them. Positively no trouble with plates, press or stereotyping outfit. Speed twenty thousand or more. Plates slip on press with absolute ease.
"H. M. JOHNSON, Mgr. Republic."

"Muskogee, Okla., Nov. 1, 1910.
"We have been using twelve-page Duplex Tubular since June. Press works better than any I ever had. No trouble whatever with stereotype machinery. Takes about thirty seconds longer putting on plates than on Goss or Hoe. It is the best thing in my judgment. Phoenix, next door, had new Goss installed same time. No comparison in machines, according to their pressman and mine.
"EUGENE M. KERR,
Mgr. Times-Democrat."

"Cedar Rapids, Ia., Nov. 1, 1910.
"Had press eighteen months. No trouble any way. Plates go on easily. Stereotype machinery works finely. Whole outfit is all right.
'GAZETTE CO., C. L. Miller, Mgr."

"Port Huron, Mich., Nov. 1, 1910.
"Duplex Tubular-Plate Press gives us satisfaction in every way.
"TIMES-HERALD CO."

"Brooklyn, N. Y., Nov. 1, 1910.
"Well pleased with our Duplex Tubular-Plate Press and stereotype machinery. We have no trouble whatever in making plates and putting plates on press. We think it the finest press of its kind in the market.
"BROOKLYN FREIE PRESS,
Carl J. Roehr, Mgr."

"Lansing, Mich., Nov. 1, 1910.
"Our experience with Duplex equipment entirely satisfactory. Making plates and handling on press is extremely easy. Careful workman will give perfect presswork.
"LANSING JOURNAL."

"New York City, Nov. 1, 1910.
"Tubular-Plate Press works O. K. Stereotype machinery has never given trouble.
"BOLLETTINO DELLA SERA."

"Rock Island, Ill., Nov. 1, 1910.
"Press and machinery more than satisfactory. Make as good and better time casting and finishing plates than Goss or Hoe. Perfect printing. Last web break five months ago.
"ROCK ISLAND ARGUS."

We knew nothing of this correspondence until one of the above publishers, writing us on an item of business, stated that he had received such a message of inquiry. We therefore requested the publisher making the inquiry to let us know, if agreeable to him, the character of the replies he obtained, and he kindly forwarded to us ALL the original telegrams. They came mainly from those who have used the press for the longest time and they TELL THE STORY!

DUPLEX PRINTING PRESS COMPANY

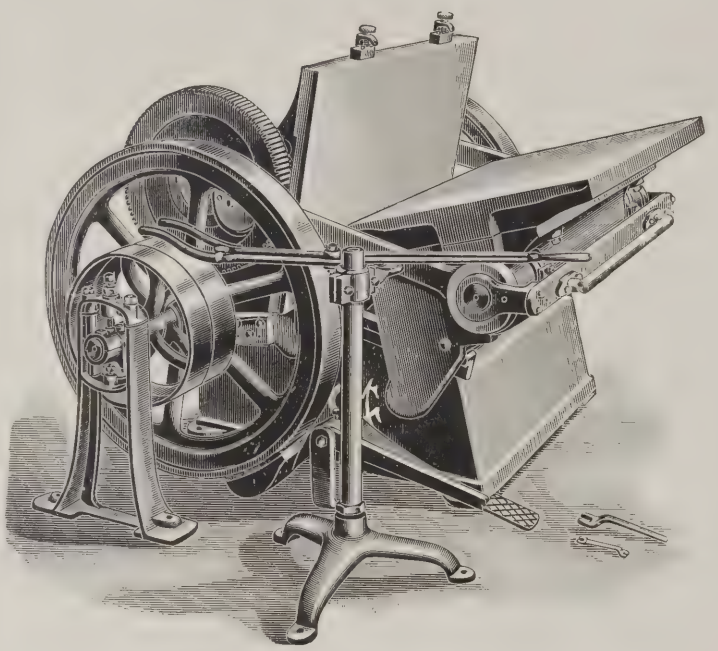
BATTLE CREEK, MICH.

EUROPEAN ADDRESSES: { London: Linotype and Machinery, Ltd., 188 Fleet Street.
Paris: Linotype and Machinery, Ltd., 10 Rue de Valois.

The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

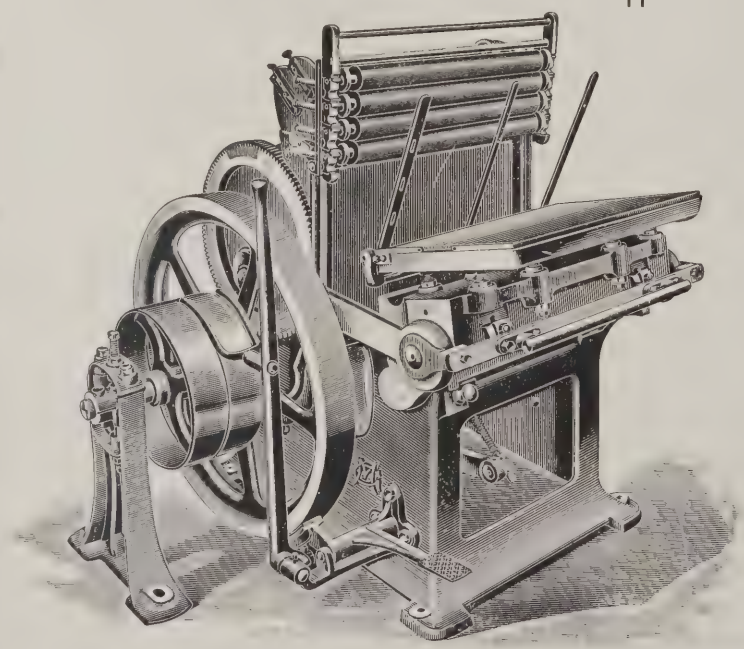
No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	**10 x 15**	**inside**	**chase**
Half Medium,	**13 x 19**	"	"
Half Super Royal	**14 x 22**	"	"
Super Royal No. 4	**17 x 25**	"	"
Embosser No. 1,	**21¼ x 22**	"	"
Embosser No. 2,	**24 x 26**	"	"
Stamper No. 3,	**24 x 26**	"	"

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¼ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

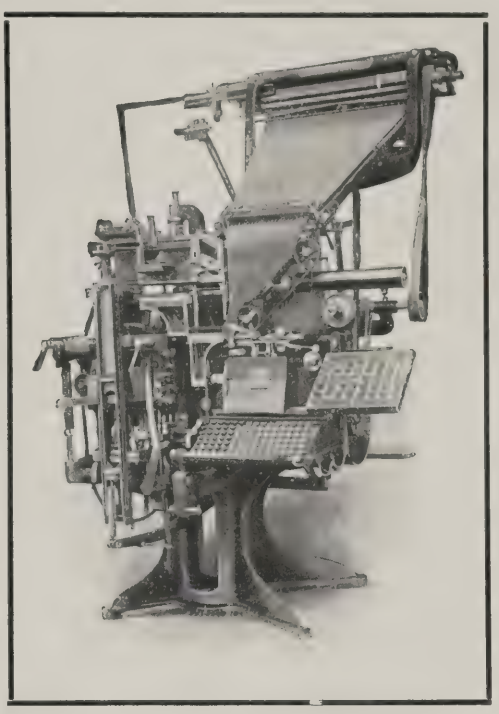
THE NATIONAL MACHINE CO., **Sole Manufacturers** HARTFORD, CONN., U.S.A.

RECONSTRUCTED

MERGENTHALER LINOTYPES

MODEL 1.

One Letter Machines $1,650



Two Letter Machines $1,800

The makers offer for sale a limited number of these machines surrendered by users who have purchased Linotypes of more expensive models.

They have been carefully rebuilt, modernized and tested and will be fitted with new matrices and spacebands, and guaranteed to be in good operative condition and in every way reliable.

Easy Terms of Payment

—Address—

Mergenthaler Linotype Company

TRIBUNE BUILDING, NEW YORK

SAN FRANCISCO
638-646 Sacramento St.

NEW ORLEANS
332 Camp St.

CHICAGO
521 Wabash Ave.

C.I.JOHNSON MFG.CO.

SAINT PAUL ═══ MINNESOTA

Largest Dealers in **Rebuilt Printing Machinery** in the Northwest

Complete PRINTING Outfits Carried in Stock

Hansen Standard Line Copper Alloy Diamond Nick } **Type in Stock**

Hamilton Wood Goods
Chandler & Price and Challenge Gordons
Colt's Armory Presses
Golding Jobbers
Hickok Ruling Machines
Latham Bookbinding Machinery
Rosback Products
Rouse Sticks and Cutters
Star Sticks and Gauges
Oswego and Brown & Carver Cutters
Southworth Punches

Northwestern Agents: EVANS' ATTACHED NEWSPAPER FOLDER, attached to any rear-delivery press —— detached in two minutes —— You should investigate

NEW SCOTT DRUM CYLINDER PRESS
Highest Grade for Job and Newspaper Work

C. I. JOHNSON MFG. CO.

The Firm of Practical Men SAINT PAUL, MINNESOTA

THIS AD SET IN HANSEN LINING CASLON FULL FACE J. A. K.

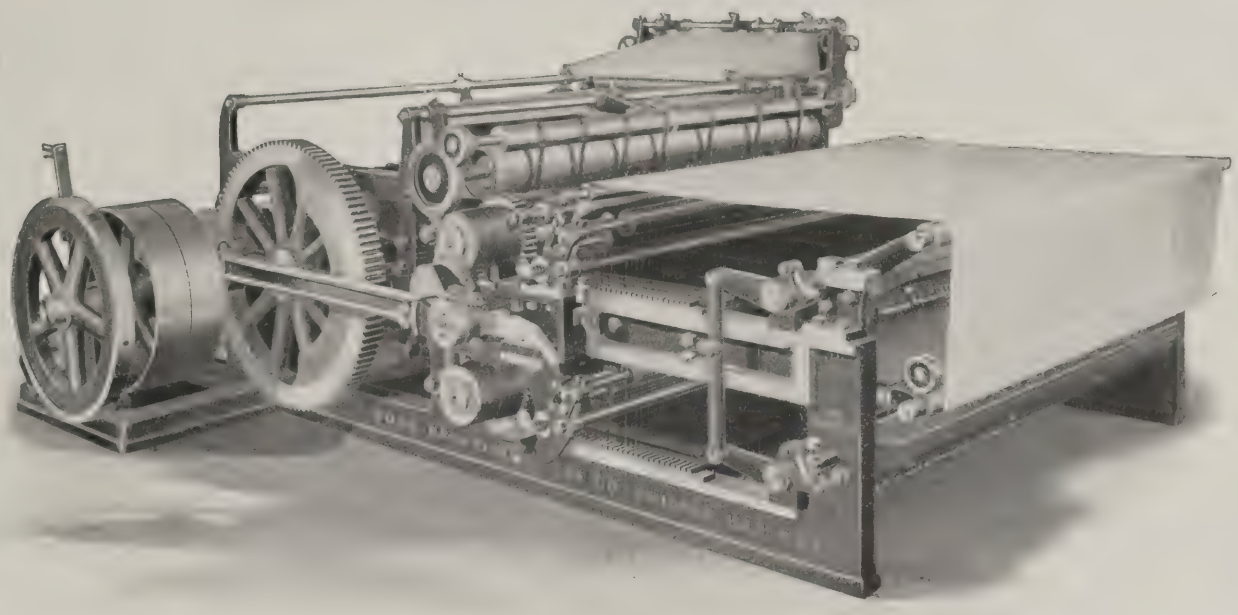
HALLEY'S COMET HAS COME AND GONE

But the GOSS "COMET" Press Has Come to Stay Forever

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS

THIS LITTLE PRESS WILL PRINT, PASTE AND FOLD FOUR, SIX OR EIGHT PAGES OF EITHER A SIX OR SEVEN COLUMN 13 "M" STANDARD SIZE NEWSPAPER



The "COMET" flat bed web perfecting press is the very latest accomplishment in newspaper machines for perfecting a four, six or eight page paper from type forms.

It is the most economical newspaper press on the market, and will save time, labor and money for the publisher, from the day of its installation.

It will save money because it takes less power to operate than any web perfecting press on the market.

It will save money on every paper it prints, as the cut of the web and reduced margins will make a continuous saving of white paper.

It will save money because there are less than half the composition rollers to maintain. All composition rollers are interchangeable, while the inking fountains are of the thumb screw variety (screws two inches apart).

It has double drive, angle bars for associating the webs, and practically a rotary tapeless folder.

The "COMET" will take up a floor space twelve feet square. It is four feet eight inches high, and will weigh sixteen thousand pounds, while a five horse power motor will be ample power.

Is this not an ECONOMICAL PROPOSITION?

PATENTED AND BUILT BY

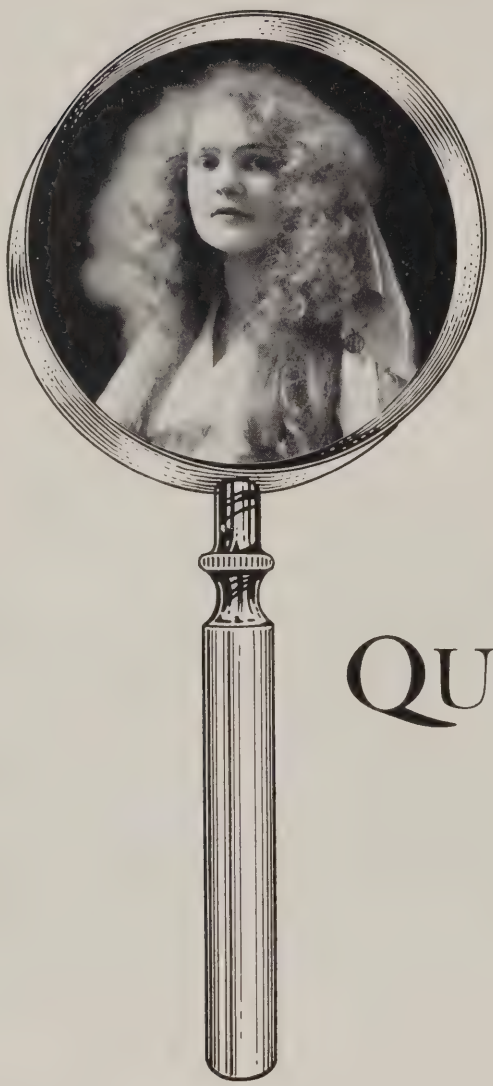
THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
Metropolitan Life B'ld'g.

16th Street and Ashland Avenue
CHICAGO, ILL.

LONDON OFFICE:
No. 92 Fleet Street
LONDON, - ENGLAND

THE MAGNIFYING GLASS WILL SHOW YOU



THE BEAUTY OF QUEEN CITY INK

NOTE COVERING AND WORKING QUALITIES WHICH EXPLAINS WHY THE QUEEN CITY INK HABIT PAYS

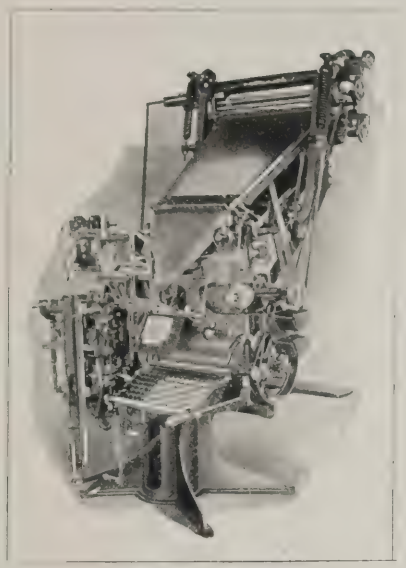
THE QUEEN CITY PRINTING INK CO.

CINCINNATI CHICAGO
BOSTON PHILADELPHIA KANSAS CITY
MINNEAPOLIS DALLAS

YOUR POINT OF VIEW

as to whether you
should buy a

Standard or a Junior



ONE MAN RUNS IT

LINOTYPE

ONE MAN RUNS IT

is always acceptable to us.

We wish to sell a man what he believes he most needs—

For the Country weekly in the restricted field for many the Junior at $1500 fills the bill.

While for the large Weekly or the growing Daily in the ever widening field the Standard Quick Change Linotypes at $3150 and 3600 have the call.

Suit yourself—EASY TERMS on any machine

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO:
521 Wabash Ave.

MELBOURNE, SYDNEY, N.S.W. WELLINGTON, MEXICO CITY. } Parsons Trading Company

SAN FRANCISCO:
638-646 Sacramento St.

TORONTO: } Canadian Linotype, Limited. 35 Lombard St.
STOCKHOLM: Akt.-Bol. Gumaelius & Komp.
ST. PETERSBURG: Leopold Heller
COPENHAGEN: Lange & Raaschou

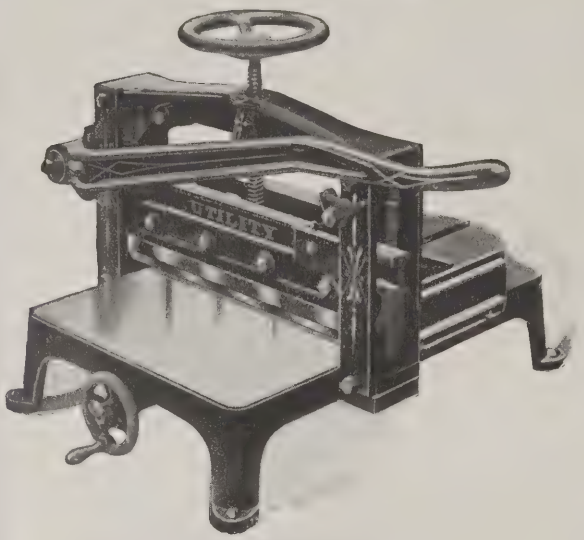
NEW ORLEANS:
332 Camp St.

BUENOS AIRES: Hoffmann & Stocker
HAVANA: Francisco Arredondo
RIO JANEIRO: Emile Lambert
TOKIO: Teijiro Kurosawa

You Need in Your Business

UTILITY PAPER CUTTER

SOLD BY ALL DEALERS



Also the Reversible Paper Clamp and Mustang Mailer

Pavyer Printing Machine Works

Builders and Repairers of Machinery for Printers

600-602-604 S. Broadway, ST. LOUIS, MO.

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer
CHAS. E. NEWTON, Vice-President — WM. S. BATE, Secretary

NEW YORK, 59 Beekman St. — CHICAGO, 357 Dearborn St.
SAN FRANCISCO, 653 Battery St. — SEATTLE, 411 Occidental Ave.

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agents

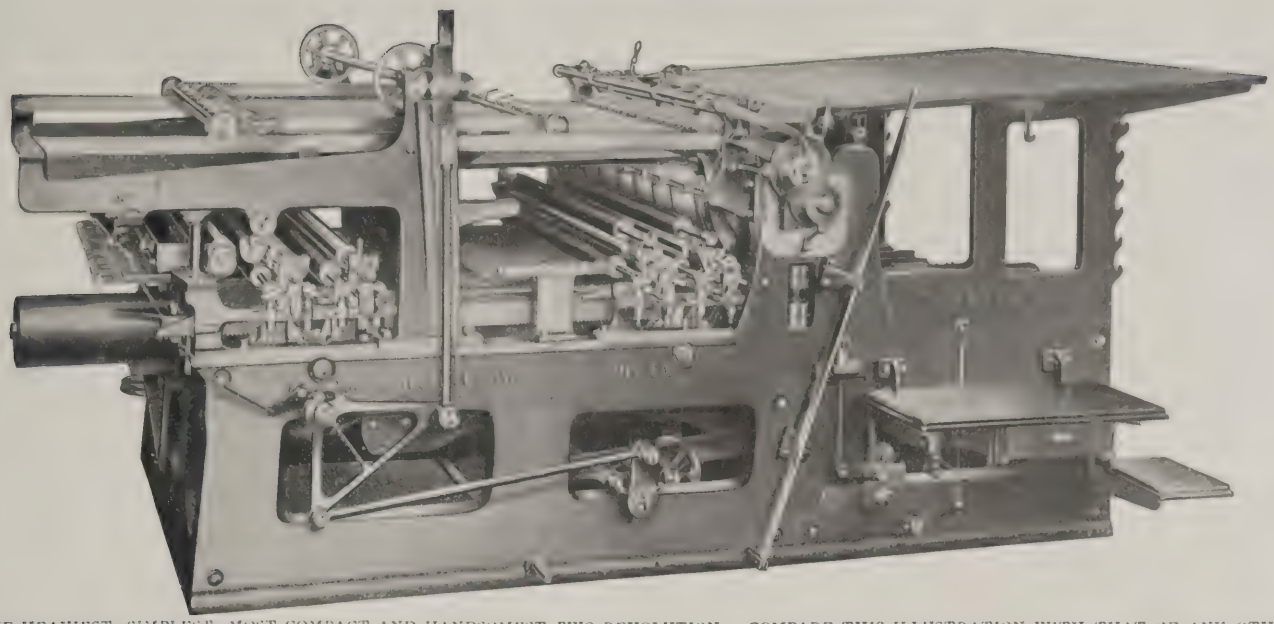
THE THINGS WE DO

DRAWINGS
of any description,
and for every purpose, in
PEN AND INK OR WASH,
for LETTERHEADS,
CATALOGS, COVERS,
MAGAZINES OR
"AD." DESIGNS.

MECHANICAL DRAWINGS
FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS,
COLOR WORK OF EVERY
DESCRIPTION, IN TWO, THREE
OR MORE COLORS, WOOD
ENGRAVING, WAX ENGRAVING,
ELECTROTYPING, STEELOTYPING,
NICKELTYPING, STEREOTYPING,
COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

Far beyond mere claim or careless assertion are these advertisements describing how the Optimus is fitted for its work; why and how it does better things. So plain is this exhibit that the high value and advantages of Optimus construction must appeal forcefully to everyone. Recently we have been showing just how the supreme quality of strength is developed to make the Optimus the most rigid of presses. These are Optimus reasons exclusively. No other construction gives equal rigidity. Almost regardless of other qualities the strongest press is best.

Above the bed is the heavy cylinder, powerfully braced inside, and accurately balanced. Through it passes a large steel shaft that runs in long boxes fixed rigidly to the side-frames. The construction is unyielding. There are few parts, and these closely coupled in small space. Read details given here for two months.

Below the bed are six broad-surfaced tracks. Two are long, with rollers; four are short, with wheels; all are equally spaced under impression so that a track is under each bearer. The center-girt supporting these tracks is the heaviest used, twice as strong as any other, because the Optimus driving motion does not crowd the space under the bed; it occupies little room, and admits a girt of unusual size, yet the bed is lower than in any other like press. Lugs on the side-frames sustain the girt, and relieve the bolts of strain. Tracks are quickly adjusted for wear, and pony sizes need less in number.

The construction generally followed has driving motions that require much space, and a heavier girt would drive beds now at the limit still higher; cylinder boxes are not fast to frames, and impression is secured through many and long connections. This construction manifests its weakness by guttering and by the cylinder leaving the bearers on heavy forms.

The Optimus does not gutter; its cylinder is firmly on the bearers no matter what the form. It is the strongest press the trade has ever had.

SET IN AUTHORS ROMAN AND AUTHORS ROMAN WIDE

Cost Down—Profits Up

We have improved machinery and equipment for every department of a printing plant that will reduce costs, which of course, means increased profits.

If you have any department in your business that is not satisfactory, let us help you out. We will be glad to study over the situation and suggest the proper equipment for you.

A visit to our salesroom will interest you. We have practically all of the new good things in machinery and material on exhibition. We feel that it would pay you to look over this line, even if you are not ready to buy at the time you call.

If you cannot call on us we will be glad to call on you.

We manufacture Potter Proof Presses, Electric Welded Chases, All Brass Galleys, Brite-Lite Furniture, Galley Racks, Saw Tables, Paper Lifts, Quoins, Brass Rule, Patent Blocks, Benzine Cans, Form Trucks, etc.

We are special selling agents for all of the large manufacturers of printing machinery, wood goods, type, etc.

Let us figure with you on your requirements.

A. F. WANNER & CO.

340-42 Dearborn Street - - CHICAGO, ILL.

UNIFORMLY EXCELLENT

ULLMAN'S INKS

Which is the best

Offset Press?

The one on which

The best Offset inks

Are used.

We would not advertise this

Unless we had

The inks you need.

If you run an

Offset Press

Or make one

Send us your address.

SIGMUND ULLMAN CO

NEW YORK
PHILADELPHIA
CHICAGO
CINCINNATI

Growth Proves Life.

Only Live Things Grow.

Growth is marked by Progress.

The constant growth of the H. D. Roosen Co. proves that discriminating Ink-users appreciate the efforts of a Live concern.

Buy of the Quality Ink Makers

H. D. ROOSEN CO.

Brooklyn, N. Y.

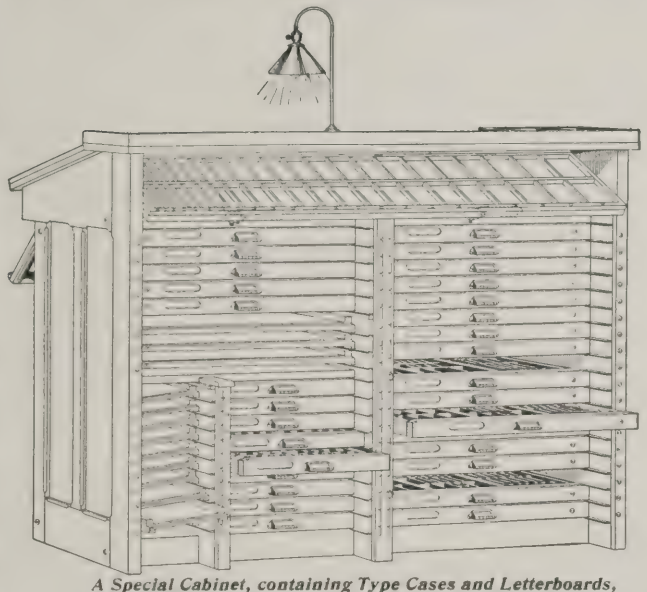
CHICAGO **TORONTO** **INDIANAPOLIS**

BUENOS AIRES **MEXICO CITY**

WE OFFER YOU ANY FACE OF TYPE WE MAKE, in Weight Fonts, at our low Body Type List prices, less a liberal discount. No other Foundry will make you the same offer on their Type.

KEYSTONE TYPE FOUNDRY 529 to 531 Wabash Ave. CHICAGO, ILLINOIS

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE



A Special Cabinet, containing Type Cases and Letterboards, Extension Front, Mortised Label Holders, Working Banks, Check System, Electric Light Fixtures, etc. A part of the new equipment recently installed in the composing-room of the Springfield Publishing Company, Springfield, Ohio.

As exemplified in the new catalog, showing special furniture only, built to order and installed in the best printing plants in the United States and Canada, is now ready for the inspection of printers having in mind the modernizing of their composing-rooms.

A copy of this new catalog sent on application to any reliable concern interested in the subject of Composing-room Economy.

Modernized Composing-room Furniture will effect a saving of about 50% in floor space and from 10% to 25% in composing-room labor.

These are items of saving too large to view with indifference. Let us show you what can be done with *your* office.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

ADSTYLE OUTLINE

SUPERIOR COPPER POINT MINT POINT SETS POINT BOOK MIXED TYPE

Weights given are approximate. Cast on Uniform Line

16 A 30 a — 12 Point Adstyle Outline — 3 11/16 lbs., $2.75

BEAUTIFUL MOUNTAIN Scenery in Southern California

1234567890

8 A 17 a — 18 Point Adstyle Outline — 4 15/16 lbs., $3.25

HARTMAN CITY 52 Chronicle Press

5 A 10 a — 24 Point Adstyle Outline — 5 7/16 lbs.. $3.50

SUCCESSFUL 43 Newspaper

3 a 6 a — 36 Point Adstyle Outline — 8 1/16 lbs., $5.00

SPRING 6 Chicken

3 A 5 a — 48 Point Adstyle Outline — 12½ lbs., $7.50

BORE 5 Brew

3 A 4 a — 60 Point Adstyle Outline — 17 13/16 lbs., $10.70

TEN 2 Rear

3 A 3 a — 72 Point Adstyle Outline — 18¼ lbs., $10.60

MUSH 6 More

3 A 3 a — 96 Point Adstyle Outline — 31½ lbs., $16.40

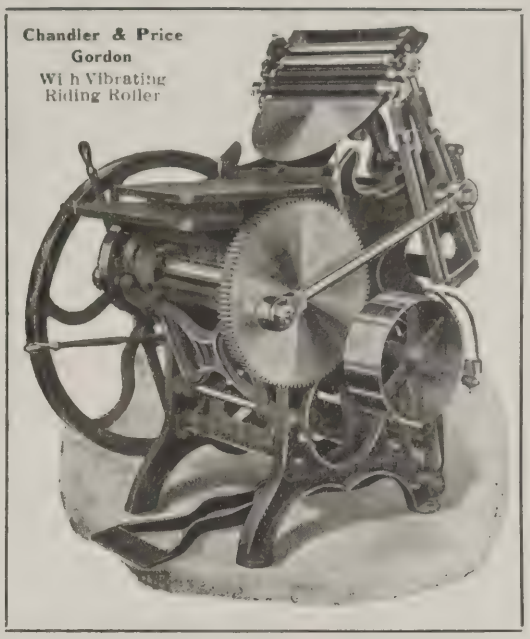
HIM 8 Die

30 Point in Preparation

BARNHART BROS. & SPINDLER

183-187 Monroe St., Type Founders Chicago, Illinois

How Many Big Printers of To-day



embarked in the printing business with a press equipment consisting solely of Chandler & Price Gordons? The list, if printed here, would speak eloquently of the merits, durability and money-making qualities of

Chandler & Price Gordons

for they are still making good money for these printers, and in a great many cases the identical presses are on their floors, running regularly day in and day out. An article on "Printing Presses in America," recently printed in a trade journal, makes the following statement: "For general job-printing the printers of the world have decided that the Gordon Presses are the profit-makers."

After all, it's profits you are in business for, so bear the above in mind and equip with Chandler & Price Gordons.

Write for our latest Catalogue and learn more about C. & P. Gordons

The Chandler & Price Company

Cleveland, Ohio, U. S. A.

THE NATIONAL ROTARY PERFORATOR

is recommended to you

MR. PRINTER and BINDER

on account of the

Superiority of Perforation

Simplicity of Mechanism, Operation and Adjustment

These features should appeal to you.

Are you familiar with our

Self-Contained Individual Motor-Drive?

A stock saver and power saver.

General Office and Factory: Kansas City, Mo.

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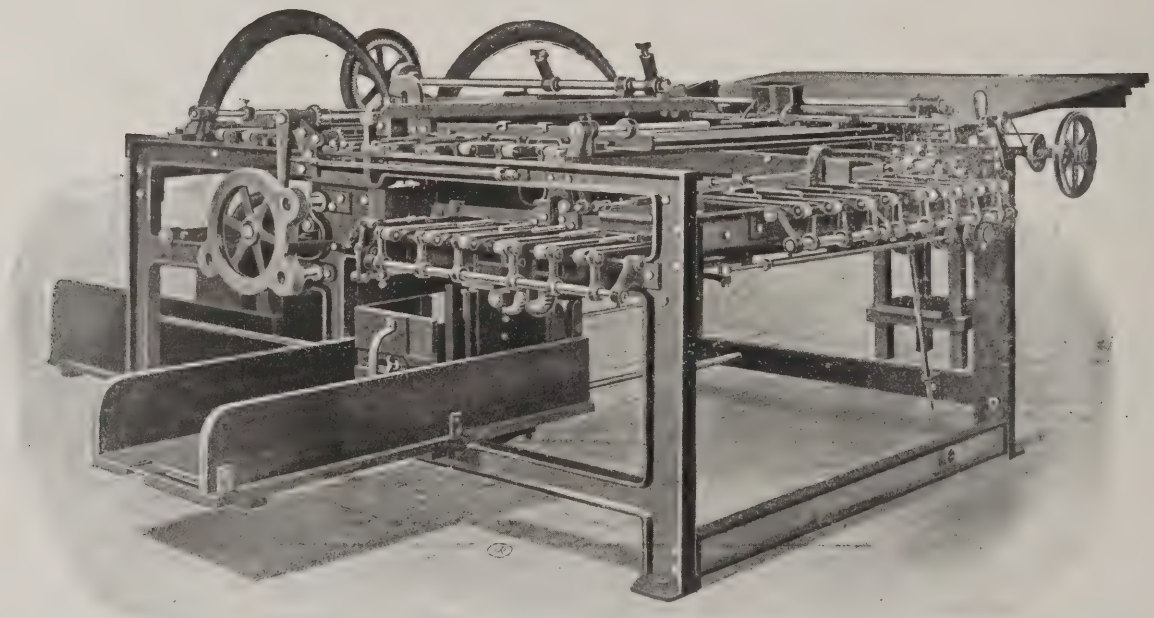
ASK YOUR NEAREST DEALER

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

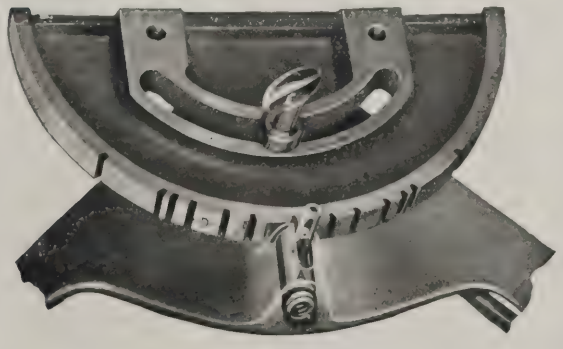
ERIE, PENNSYLVANIA

The Rouse Mitering Machine

Embodies all the good features of similar tools, and in addition has a Positive Point Gauge that sets instantly and locks automatically to points, enabling the operator to miter rules to to Picas, Nonpareils or Points inside as well as outside measure—a feature not possessed by any other miterer.

Another Big Improvement

is the method of locating and locking the rule holder to all necessary angles. This construction is not only very quick and strong but is also permanently accurate. The under-side view of table shown below fully illustrates this feature.



Price $20.00

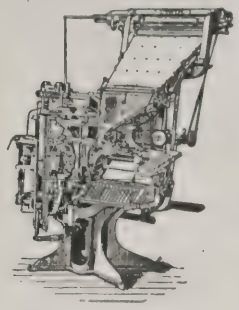
Sold by Dealers Everywhere

Made only by

H. B. ROUSE & CO.

2214-16 Ward Street, - CHICAGO

Rebuilt Model 1, 2-Letter Linotype Machines, with New Matrices, New Space-bands and Universal Mold.



Price $2,000

Write for terms.

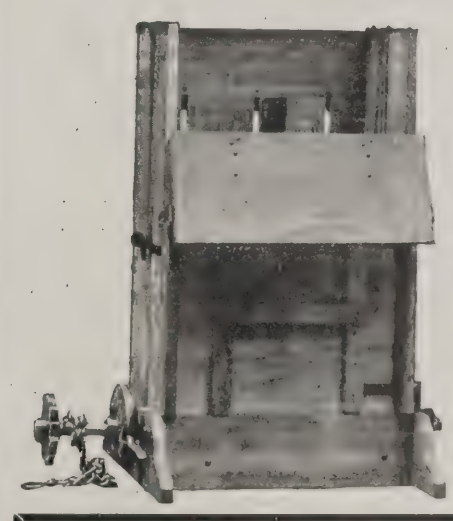
We use nothing but **Genuine Linotype Parts** made in the United States, in our work. **We Repair Spacebands.** We guarantee all our work.

Price for repairing bands, each....25c

Gutenberg Machine Company

Will S. Menamin, *Pres. and Genl. Mgr.*

545-547-549 Wabash Ave., Chicago, Ill.



A Paper Press for $35

For Baling All Kinds of Waste

SAVE YOUR SCRAPS!

"The Handy" Paper Baling Press is designed to fill a distinct want—to convert into *profit* the scrap materials which accumulate in every printing office.

It is simple in operation, durably constructed, and *costs you less* than many other machines, though performing equally satisfactory or superior work in every way.

Made in two sizes, $35 and $45.

Send for Circular

THE HANDY PRESS CO.

251-263 S. Ionia St. Grand Rapids. Mich.

Important Features for All Newspapers

The Publishers Press Syndicate of New York have made such complete arrangements that no newspaper need any longer to be without the most Attractive and Drawing Features that please and hold subscribers and bring new ones and increased business every way.

One of the leading Features is the **Homer Davenport Cartoons.** No other Cartoonist in this country has occupied so large a place in the public interest. His cartoons command attention at the first glance; please, impart and enforce truths and exert a deep influence. Mr. Davenport is to produce three or more cartoons a week for the Publishers Press Syndicate and this means for the newspapers all over the country. Though he is the highest-priced cartoonist in the world, this method of syndicating brings his work within the reach of all dailies. His cartoons will be non-partizan, non-political, based on current news and events of national and general importance and be devoted to the work of human progress and uplift.

It is sufficient commendation to state that in New York. the Daily Times and the Daily Globe have secured this service that will be equally adapted to all cities and states—so that no paper need, in this feature to be behind the best papers of the great metropolis.

In addition, there will be a series of fifty-two cartoons for Sunday papers, devoted to great moral questions, and accompanied by "Educational and Constructive Criticism," prepared by the best known writers of America and Europe.

A Brilliant News and Special Feature is a weekly interview with a big figure in the world's history by Edward Marshall. These interviews will have dominating news as well as feature value—built on the events of the day so broadened in treatment as to command instant attention and universal interest. Mr Marshall has been rightly denominated as "the most remarkable newspaper genius of the times." His work, on the great dailies, has made him known, admired and beloved throughout the land.

An Ideal Home and Sunday Page, edited by Mrs. John A. Logan, whose name is a household word throughout the land. The Publishers Press Syndicate has just closed a contract with Mrs. Logan to edit this page, a work for which her broad knowledge, sympathies, and acquaintance throughout the country, as well as her great abilities, have especially fitted her.

Other Special Features of the Publishers Press Syndicate Service, are: **Daily Sporting News and Picture Service Page,** Saturday Night Leased Wire Service, and a new just arranged, **Seven Night Leased Wire Service,** and the regular **Special Fast Mail Letter Service;** an Ideal Home and Woman's Page.

Territorial service and rights for any and all these features will be furnished and released to the daily papers of America.

For particulars, address,

C. J. MAR

General Manager Publishers' Press

Postal Telegraph Bldg., 253 Broadway, New York

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-nine | Chicago, January, 1911 | Number One

Keeping Informed as to Your Own Community and Your Own Calling.

Read Your Home Papers and the Journals Devoted to Your Calling.

IN its issue of November 18th, the Brillion *News*, which is a worthy Wisconsin home weekly paper, gives the business men an apparently needed lecture under the triple caption, "Should Read Local Paper—Business Men should Keep in Touch with What is Going On in their Community from Week to Week. Read Their Home Paper." The article is not a growl and, evidently, is not inspired by any sourness or soreness caused by lack of advertising patronage, for the advertising columns are exceptionally well patronized, but it is clearly intended, in good faith, for the benefit of the men addressed. A good amount of space in the *News* is devoted to local interests, news and personals, though, in this number, the locals and personals and the "Neighborhood News" Departments from other adjoining towns, school districts and neighborhoods, in which the paper should naturally circulate, are not up to very many modern home papers; however, there is enough of home matter to make the paper informing and interesting to local business men and to all others. Possibly, the editor has been slightly discouraged by the discovery of the lack of interest in local affairs.

Nevertheless, this talk is good, and is applicable not only to the business men of Brillion, but to those of all other cities in regard to their home papers, and to the members of all callings and trades as to the papers published in their interests. We find men constantly bemoaning the conditions of their own cities asd communities, and of their own callings. This lack of interest and chronic discontent as to the place where one lives, and as to one's occupation, is largely the result of ignorance, listless inattention and to no efforts to improve one's own home or one's own occupation, and imagining that some other place or some other vocation is to be preferred. With such an one, it is always distance that lends enchantment.

We have all known men who would expend more in drinking and treating in a day, or for a banquet or a dinner which they did not need, than would pay for the home paper, or for the best journal devoted to the betterment of their business or trade, and then fail to take either, because of being too poor. Such men do not progress, nor are they of any real value to the communities where they live, or to the vocations which they follow. Such men, having no real, live, inspiring interest in their homes or communities, or in the work of their hands, become sordid and gross and are generally led to seek pleasures in vulgar stories, in gossip, in sensational accounts of crimes, scandals, or in exciting games of chance or in intoxicants. They have no real care for the ennobling, uplifting, progressive affairs of the real life, of which their localities or their own pursuits should make them active, useful parts, and must have something else to save them from ennui and utter listlessness and mental atrophy. All our communities and all the useful callings in this free America are gloriously filled with opportunities for progressive work such as to occupy every man's powers, enlist his sympathies, and to bring the constant, elevating joys of worthy accomplishments that give strength, and intellectual growth as well as happiness. Men cannot live to themselves alone, without retrogration and degredation, and those things nearest the hand are usually the greatest in all the world to every individual. Franklin found peculiar delight in the Proverb of Solomon, "Seest thou a man diligent in his business; he shall stand before Kings," but he broadened and made successful that diligence by mingling with the people of his community and craft, forming clubs and organizations for the improvement of the trades, for scientific study, for founding a library, and a practical school, for the improvemest and defense of the city, and by gathering and by publishing the news of the doings of his fel-

274311

low citizens, and the accomplishments, the papers and discussions of the Leather Apron Club, and of the scientific, library and other organizations, and other guilds that he had formed, encouraging and informing all through the doings, the knowledge and undertakings of others. He, the poor chandler's son, did, in the end, stand before Kings at the Courts of Great Britain and France. It was all largely because of his sympathy for and activities in the affairs, first of the people of his own city of Philadelphia, and the members of his own craft, then with his home Colony of Pennsylvania, and then with all the Colonies and all the people. His interest in home affairs had been great and true and sympathetic in all the little affairs of life, of daily work and community concerns, and this interest, coupled with useful activities, brought to him success as a printer and as a newspaper publisher. His business and his fame grew with the passisg of the years.

A newspaper man, by the very nature of his calling that brings him in touch and sympathy with all interests and all the members of the community, should better understand and more highly prize all this than men in other lines of business, but the principles and duty of sympathy and interest in affairs and in all worthy people in a home community, or in one's calling, applies alike to all—to business men no less than to craftsmen. This much by way of introductios: The Brillion *News* says:

The *News* is Brillion's home newspaper. That is, it is published by a Brillionite for Brillionites and for the people in the vicinity of Brillion. It is a local newspaper, making no attempt to gain a state circulation. It is published for you and me and the rest of us in this particular section. The editor attempts to put into his paper, matters of general interest to all people, but particularizes on matters of interest to our own men, women, children ,merchants, mechanics, tradesmen, professional men, laboring men etc. We tell things that will never appear in any other newspaper and which, but for our teling, would be soon forgotten, and yet because of our telling will become part and parcel of the history of our community; of interest to those who follow us in the years to come, and often a valuable record for the next generation when circumstances may require individuals to produce proofs of events that transpired before their time." A local newspaper has a value all its own to the people of a community individually and collectively. With which introductory remarks, we will say what we really started out to say, namely, that while nearly all classes of our readers peruse the paper with a good degree of thoroughness, getting their money's worth, so to speak, there is one class of our people that does not get its money's worth out of the home paper, so far as reading is concerned, and that is—our businessmen. Time and again we have published items in the *News* of very particular special interest to some merchant, or to all merchants. We fully expected to hear some word of approval from somebody sooner or later. Not receiving it we resigned ourselves to the thought that it is, after all, a part of the editor's profession to perform gratuitous services unthanked, but that probably our paragraphs were nevertheless appreciated. What has been our surprise however, when we learned by quiet investigation that our paragraphs were not even read. Following up this astounding discovery we found that remarkably few of our business men are "constant readers" of their home paper, though they fairly devour the half-baked, hastily garnered, often willfully falsified headlines in the large metropolitan dailies. At their evening gathering they discuss for hours the pros and cons of some murder, or divorce case, or other of the odorous "affairs" that city life teems with, and at the same time, totally ignore the home-life chronicles in their local paper, and the suggestive and instructive paragraphs which their home editor has thought out, or painstakingly gathered for them from his exchanges. A few months ago, we purchased from our Chicago plate house, six solid pages of articles on "Home Town Helps." We very much doubt whether a single one of our business men has read a single one of those articles which were written for their special benefit and purchased by us for that reason. On the other hand we know for a fact that a large percentage of our farmer readers never fail to persue our columns on agricultural subjects, and a still larger percentage of our lady readers let hardly a single item in the *News* escape their notice. This condition of affairs is all the more strange in view of the fact that many of the paragraphs that the *News* editor has put his brains at work on, while sitting alone at his desk in the quiet hours, anent business matters, have been deemed of sufficient general interest to be reprinted by dailies and magazines in the large cities. We mention this in no spirit of vanity or self-conceit, but merely as an argument to show that the *News* may be read with profit by our business men as well as it is read by our farmers and working men and women and exchange editors in other cities. Not all that we publish has great value. We do not claim it. But our constant purpose is, that in every issue of the *News* that shall be *something* of value to the merchant, something of value to the farmer, something of value to our good and thrifty housewives as well as a well-meant word now and then for our boys and girls. We invite our business men therefore, to join with the rest of our clientele of "constant readers" and find that something which we endeavor to tuck away in some corner of every issue of our little paper from week to week. It will be a good thing for both of us. And should you not like what we have here written—if you read it—then come down and give us a roasting. An occasional heart-to-heart talk will do us good.—Ed.

The trouble is that too many men never live at all. They worry through the days assigned to labor in the easiest way possible, without thought, plan or spirit, just as does an ox, yoked, and hitched to a plow, with no thought as to the furrows turned over, or their depth, quality or use. They go to their stalls and drink and eat; and then they die. Unlike the ox, such men may grab for and even accumulate wealth, but they find no further use for that wealth than the satisfying of animal appetites or passions or, like the vain peacock, the displaying of their fine feathers. God having given them a mind, they dull that mind by grossness and the seeking of its use only in thinking and communicating to their fellows about those things that tend to animalize or that pertain to bodily passions, pleasures, accidents, crimes, calamities and tragedies. A brutal fight, a robbery, a vulgar story of lust, a divorce or a physical contest in some dangerous game, counts more to them than all else. "From all such, Good Lord! deliver us."

How different the man who uses every means for advancement, and for improvement, intellectually, morally, spiritually, in all noble sympathies and efforts for the good and the true and the beautiful, for progress and betterment every way in his own home, in his own calling, in his own community, city, state and Nation, and in all the world, glorying in joyous service and ennobling accomplishment. Human life is, by its nature, service from the cradle to the grave, and he who misses service that comes from human relations, from love and sympathy, loses all that is of real

value in life and is lower than the brutes in that he becomes a criminal and a cheat for he that does not make proper return for what he receives is a thief.

What the *News* says as to those he found neglecting their home paper and home affairs "though they fairly devour the half baked, hastily garnered, often wilfully falsified headlines in the large metropolitan papers and, at their evening gatherings, discuss for hours, the pros and cons of some murder or divorce case, or other of the odorous affairs that the city life teams with and at the same time neglect the home life chronicle," calls to mind what we have written elsewhere with regard to news of crimes and lust. The printing of sensational stories of crimes from day to day, by certain sensational papers, has not only injured the fair name of our great cities and increased criminality, locally, by the power or influence of vile, criminal suggestions on the weak, depraved, and vicious, but has sowed the seeds of criminality in the minds of the people in rural districts, who have come to look upon crime and lust as the normal conditions of city life. We once heard an able, aged and experienced minister of broad observation, preach a sermon in the Park Street Church, Boston, in which he dwelt upon the comparative influences, upon life and character, of country and urban residence. He spoke of all the agencies for good found in the city, the social and benevolent, literary, scientific, industrial, art and ethical societies, and organizations, the reading rooms, gymnasium, night schools, Y. M. C. A. and the thousands of churches with all their religious and social activities, affording opportunities for healthful pleasure, entertainment and improvement, far above anything possible in rural districts, and declared, as might be expected, when all these things enumerated were considered—that the country boy who came to the city and went to the bad, did so of his own choice, and because he was corrupt and vicious in thought and desire before he left his country home. The minds of many youths in this country are doubtless influenced by the notices of the "red light" districts and the accounts of dance houses and gambling resorts, given in sensational newspapers, and read in the country home, and discussed and "rolled as sweet morsels under the tongue" by those who have no home feeling or interest, in the country stores. Certain it is, very frequently, when men meet in large cities, they are anxious to see the sights and visit the dives that the city papers have advertised in sensational stories, much more than they have advertised the places of real, pure, enjoyable, uplifting instruction, entertainment or amusement. It is not very long since the local members of an important trade in a great city contributed a large amount of money, in the aggregate, to entertain visiting members of the calling attending a convention gotten up free of expense to them for their own improvement, and it devolved that to a very large number the visitors, the dance halls, the "red light district," and gambling resorts appealed much more than did the entertainments provided, or than the sessions of the convention. This, however, is nothing new, and there is a vast improvement in this matter of seeing a city through visiting resorts of vice by temporary visitors. It used to be the regular thing for the boys to do the cities visited by conventions. There is still room for improvement. Vice resorts in Chicago depend today very largely on out of town patronage. All this is an argument in favor of all men reading their home papers and the journals of their own trade, keeping their minds employed and their sympathies along lines that help and improve themselves, their callings, their families, their homes, their own communities and cities. "An idle mind is the devil's workshop," but the mind of no man in a busy American community, in any line of business, need to be idle or otherwise than fully occupied, with all their sympathies, active and enlisted in those affairs that are helpful and that return richest rewards in intelligent pleasures and uplifting, inspiring, helpful influences.

The debt that the modern world owes to liberal intelligent, honorable advertisers is seldom mentioned. Publishers, who get the direct help in making their publications worthy and profitable, at a price away below the cost of production and that brings subscribers, are inclined to claim all the honor, of the great service rendered, for themselves. Advertisers may have selfish ends in view. They seek for customers, but at the same time, without their aid, thousands of publications would go out of existence; the range of human knowledge would be greatly circumscribed; there would be less progress; trades would suffer, there would be great economic loss; fewer well informed citizens would be found, and a retrogation, instead of a steady advance in education, in the arts and sciences, in society and government, be the result. All honor to our advertisers who help along all industrial, commercial, financial, social and even civic improvement and advancement and the intellectual and moral uplift of the people as well.

Fully 200 men, representing the flower of Grand Rapids, Mich., retailers and wholsalers. particpated in a happy banquet in the Pantlind dining room, Tuesday evening, Nov. 1, the occasion being the fall meeting of the Grand Rapids Advertisers' Club. President C. O. Lancaster announced the annual dinner of the club to be given at the Pantlind, December 6, and the anual election. A nominating committee was named, including, James Doran, W. D. Shaw, B. Hamilton, Clifford Walker and T. H. Ethridge. Announcement was also made of the coming of the National Advertisers' club probably in June of 1911, and a convention committee was named as follows: L. C. Covell. A. Vandenberg, Lou Delamater, Heber A. Knott, E. J. Slemmons, A. B. Merritt, C. R. Hamilton, J. W. Hunter and Glen Chamberlain. The nominating committee will nominate two candidates for each office of the local club and the election will take place at the December annual dinner. L. C. Coven told how the national convention was secured for Grand Rapids, bringing from 500 to 1,000 of the leading advertisers of the United States here. Instead of the pageant, it is expected that new and unique schemes of entertainment will be provided for the visitors. Lee M. Hutchens, as toastmaster, declared for advertising in his introductory speech. George Enos Troop, representing the Associated Billposters of the United States. gave an address on bill-board advertising. One of the brilliant orators of the evening was A. R. Johnson, advertising manager for the Chicago *Record-Herald*. T. A. DeWeese, director of publicity for the manufacturers of Shredded Wheat Biscuit of Niagara Falls. spoke on the subject of "Skyology and Real Advertising."

Fifty Years an Editor

Editorial and Other Organizations, Editors, Citizens and Past-Presidents of the National Editorial Association, Unite in Congratulations and Felicitations to John Murphy of Olympia, Washington, on his Completing of Fifty Years as an Editor—Many Pleasing and Instructive Views of the Calling, of Its Opportunities and Obligations.

IT pays to have been fifty years a worthy editor, especially when people all over the Nation unite in doing one the high honor of friendly recognition and sincere congratulations. The *Daily Ledger,* of Tacoma, Wash., gives a very full account of an occasion that very infrequently occurs in the life of any man, and especially in the life of an editor. It all occurred at Olympia, Washington, on the evening of November 19, 1910. The story will be found of interest to all readers of the NATIONAL PRINTER-JOURNALIST, and is as follows:—

BY BERTHA KNATVOID.

Olympia, Wash., Nov. 19.—Fifty years ago to-day John Miller Murphy moved his plain deal table and his revolving chair into a pioneer shack in Olympia and wrote the editorial copy for the first issue of the Washington *Standard.*

This afternoon he laid aside his editorial shears, broke the point of his blue pencil, pulled down the cover of his roll top desk and quitted the editorial sanctum whose four walls have marked the boundaries of his working day activities for 47 years of the past half century.

To-night the Washington State Historical Society, The State Press and the Washington Pioneers Association celebrated the golden anniversary of the birth of the Washington *Standard,* the oldest newspaper in the state, and honored the man who for so long a time has fought the fight that a 50 year long owner and editorship of a pioneer journal means.

GUESTS FROM EVERYWHERE.

All day long people continued to arrive from all parts of the state and by 8 o'clock 300 guests sat down at the banquet tables arranged in the gymnasium room of the Y. M. C. A. building. Decorations of chrysanthemums and carnations under the brilliant lights made the room an attractive setting for the feast. The dinner was prepared and served by the Woman's auxiliary of the Y. M. C. A. and was a culinary triumph.

Governor M. E. Hay occupied the seat at the head of the table. On his right hand the guest of honor was seated, and on his left Mrs. Mehetible Haskell Elder of Tacoma.

Beside the plate of each guest a novel menu card, valuable as a souvenir, was laid. These were of heavy cream bristol board, folded double, with a splendid cut of Murphy framed in gilt on the front and on the back a short history of the man and the paper.

The real interest of the guests, however, centered in the chinook legends inscribed within the covers, which read as follows:

Kiosha Muckamuch Papa Tenas Polakie.
(A Good Supper.)

Lip-lip Muckamuck
(*Chowder*)

La Pool (Chicken) — Lip-lip Papo-lil (Dumplings and Gravy)

Sap-o-lil (Bread) — Esaith Sapolil (Corn Bread)

Wappatoo (Potatoes)

Nintch (Preserves) — Mamook Kunamokst Sapo-lil (Pumpkin Pie)

Kaupy (Coffee)

"Kunta muckamuck type pee klootchman het-us wawa." (After supper men and women will speak.)

GOVERNOR HAY TOASTMASTER.

Simultaneously with the serving of the coffee Governor Hay, acting as toastmaster, rose and, after an introductory speech, in which he complimented the editor who had so successfully conducted his paper through the changes and upheavals of 50 years, called upon prominent guests for the following program:

Invocation—Rev. Richard Hayes, Presbyterian Church, Olympia.

"Greetings from Washington Pioneer Society"—Edwin Eells, oldest native son in state.

"Greetings From Oregon State Pioneers"—Judge P. H. D'Arcy, president.

"History of Washington *Standard*"—George H. Himes, secretary Oregon Historical Society.

"Greetings From the Native Sons"—Lachlan Macleay.

"Greetings From Daughters of Pioneers"—Mrs. Eliza-Ferry-Leary, daughter of last territorial governor.

Quartet—G. H. Greenbank, R. W. Elwell, B. E. Hilland and C. Egbert.

"Greetings From Seattle Press Club"—Francis P. Goss.

"Greetings From Tacoma Press Boys"—Herbert Hunt.

"Greetings From Oregon State Historical Society"—Hon. Frederick V. Holman, president.

"Greetings From Washington State Historical Society"—Hon. R. L. McCormick, president.

"Greetings From Olympia Commercial Club"; "John Miller Murphy as a Citizen"—Hon. Harry W. Parr, president.

"Greetings From Tacoma Civic Clubs"—Hon. L. W. Pratt.

"Messages From Absent Friends"—Albert Tozier, representing National Editorial Association.

Quartet.

"The Press as Historical Sources"—W. H. Gilstrap, Secretary State Historical Society.

Reminiscences—Mrs. Mehitible Haskell Elder, Thomas W. Presch, Clarence Bagley, Samuel Crawford, Grant G. Angle, Beriah Brown.

"The Nestor of the Washington Press—Hon. Nathan Ward Fitz-Gerald.

"Out, but Not Down"—Frank B. Cole.

"An Echo From the State Press"—Albert Johnson.

"The Editors and the Second Class Matter"—Frank L. Stocking, assistant postmaster, Tacoma.

"The Aftermath"—Deed H. Mayar, president of the Washington State Press Association.

"Greetings From the State Press"—F. A. Hazeltine.

"Our Appreciation"—Edyth T. Weatherred.

"A Word to My Friends"—John Miller Murphy.

"Auld Lang Syne"—Quartet.

ADDRESS BY GOVERNOR HAY.

The following address was given by Gov. M. E. Hay as toastmaster:

"We have gathered here to do honor to one who occupies an unique place in American journalism. The journalistic career of John Miller Murphy has no parallel in this country, and, because of rapidly changing conditions, that career can not be duplicated.

"Just half a century ago Mr. Murphy issued the first edition of the Washington *Standard* in this city, and from that time to the present day the *Standard* has never missed an issue. Each week, as regularly as night follows day, that paper has appeared, never changing ownership, or location, always on time, and always reflecting the keen, vigorous, wholesome personality of its publisher.

"It is a wonderful record of faithful, conscientious service to the patrons of the paper as well as a monument to the sterling character and fine intellect of Mr. Murphy. Born near Fort Wayne, Indiana, in 1830, Mr. Murphy crossed the plains to Oregon when but a lad of 11 years. He attended the first school organized in Portland in the winter of 1850-51, and in 1856 entered the office of the Oregon *Weekly Times,* to learn the printing trade. He accomplished the unusual feat of mastering that intricate trade in two years' time, when he was made foreman of the office. Later he worked on the *Argus* in Oregon City, and in 1860, with L. E. V. Conn, established the *Chronicle* at Vancouver. Later in the year he severed his connection with that paper and moved to Olympia, where on the

17th day of November, 1860, he started the Washington *Standard*, which is now the oldest paper in the state.

"During the years 1867 to 1870, 1873 and 1874, and 1888 to statehood, Mr. Murphy held the office of territorial auditor besides acting as ex-officio quartermaster during the two latter terms. For eight years he was a member of the city council and was county superintendent of schools for one term. These official duties were all performed in addition to the labor of publishing the *Standard*, an evidence of almost boundless capacity for work as well as great versatility of character.

"As a journalist Mr. Murphy played an important and an effective part in the building of the Pacific Northwest. He has witnessed and ably assisted in reclaiming Washington from the wilderness, and it is an honored privilege to acknowledge at this time and in this manner the service he has rendered."

ADDRESS IN CHINOOK.

When Edwin Eells, the oldest native son in the State, rose to speak, he started at a rapid rate in the chinook jargon, delivering a most eloquent address, if judged by facial expression and gestures. After a few moments he stopped as though for the first time noticing the consternation on the faces of his hearers, and said, "I forgot that this was not 50 years ago,"

John Murphy, of Olympia, Wash., Fifty Years an Editor

and went on in English with greetings from the Washington State Pioneer Association to one of its best beloved members.

George H. Himes, secretary of the Oregon Historical Society, was Mr. Murphy's first devil when the latter was editor-in-chief of a Portland (Ore.) paper. As is traditional with devils, Himes had inside information on pretty nearly every branch of his employer's business, and he told an amusing story of the spirit of progressiveness which has always marked the character of Murphy and which at one time got him into serious trouble.

"Murphy was much interested in the welfare of the first church ever erected in Portland, Oregon," said Mr. Himes, "and had a hand in the plans, the engaging of the minister, the upholstering of the pews, etc., etc. His enthusiasm extended so far that he organized a church choir of four men beside himself. This was looked upon askance by the conservative members of the congregation. When an organ was ordered for the church and installed, such ungodliness was frowned upon, but when at Mr. Murphy's instigation a fiddle was introduced as an accompaniment to the singing, there was an upheavel that shook the church and disrupted the choir."

THE WOMEN PIONEERS.

Mrs. Eliza Ferry Leary, the daughter of the last territorial and the first state governor, and the cousin of C. P. Ferry, founder of the Ferry Museum and patroness of that institution, spoke charmingly of the women pioneers of the state and what their influence had been upon the present day Western civilization:

W. H. Gilstrap, secretary of the State Historical Society, was called upon for an answer to the toast, "The Press as Historical Sources," and said:

Mr. Toastmaster, Honored Guest of this Occasion, Gentlement of the Press, Pioneers and Historical Society Friends: "The Press as Historical Sources" is a subject that covers too much ground to do justice to on an occasion like this. Therefore, we can present only a few thoughts on the press as related to history.

First, however, on behalf of the State Historical Society, I want to take this opportunity to thank the members of the State Press Association for the unselfish interest you have manifested in the Washington State Historical Society, in publishing pioneer and society stories, and in exploiting pioneer events and historical places, also in sending regularly for filing purposes, copies of your papers, which we are receiving from all parts of the state to the number of more than 50.

Many of you little realize the splendid work you are doing in this respect.

With the full co-operation of the entire press of the state along historical lines, we can demonstrate that, for historic lore, we cannot be surpassed at least, not in the West. For our pioneer and territorial days, beginning in 1789, when the pioneer explorer, Capt. Gray, discovered the Straits of Juan de Fuca, and soon after Grays Harbor and the grand Columbia river, down to 1889, when we were admitted as a state, were just 100 years. During that period many of the most stirring events of our nation occurred here in what is now known as Washington, and many of our nation's greatest statesmen and heroes were active participants in the important historic events of this great Northwest. There is no state in the Union in which, since we became a nation, greater and more continual interest has been manifested by our national government, while we were a territory, than our beloved Washington.

Could we but have a complete daily record of the first explorers, the trappers and fur traders, the pioneers and missionaries, Indian tragedies and wars, the heroes and statesmen who participated in furthering the welfare of this territory for the first 100 years of its history, what a remarkable and most interesting history could be compiled from such a daily record!

Using a common phrase, it is now "up to" us to see to it that our State Historical Society home is pushed to completion, so that we can continue our work in collecting pioneer and historical relics, manuscripts, data and newspaper files and in exploiting historical places and events. And who can do more than the press of the state in assisting the State Historical Society in gathering pioneer history and exploiting and making known to the world the fact that we have a record of historical lore, handed down to us by our nation's greatest and most famous men in all the walks of life; and a historical record that cannot in my judgment, be surpassed by that of any other state since colonial days?

The press of this state, especially the earlier newspapers, have already become valuable as historical records, not only in local and general history, but in the settlement of legal claims, estates, etc.

HISTORIAN'S DUTY.

The duty of the historian is, not to decide if the newspapers are as good as they ought to be, but to measure their influence on the present and to recognize their importance as an ample and contemporary record of the past. Newspapers are contemporary, and, being written without the knowledge of the end cannot bolster any cause without making a plain showing of their intent. Their object is the relation of daily events, and, if their relation is colored by honest or dishonest partisanship, that is easily discernible by the historian. Moreover, the newspaper itself, with its news, editorial columns, and advertisements, is a graphic picture of society.

Private and confidential correspondence is highly valuable historical material, for such utterances are less constrained and more sincere than public declarations. But all men cannot be rated alike; some men have lied as freely in private letters as in public speeches. Therefore, the historian must get at the character of the man who has written the letter and the in-

fluences surrounding him, and these factors must count in any satisfactory estimate of his accuracy and truth. The newspaper must be subjected to similar tests. It would, undoubtedly, render the historian's task easier if all men spoke and wrote everywhere with accuracy and sincerity; but his work would lose much of its interest.

Take the newspaper for what it is,—a hasty gatherer of facts and hurried commentator on the same—and it may well constitute a part of historical evidence.

NEWS TO-DAY, HISTORY TO-MORROW.

As the journalism of one day becomes the classic literature of the next, so the news of to-day becomes the history of to-morrow.

Lamartine is said to have declared that the only possible day by day book is the newspaper.

In this day and age it seems almost impossible for us to get along without the press. In the pioneer days, fifty or sixty years ago, many were the incidents similar to the one portrayed by the poet, James Whitcomb Riley, who, in his youthful days, became the local editor on the Anderson *Democrat*. His original items of city and country news were often sandwiched with such rhymes as the following:

"When'er I take my walks abroad
How many poor I see
Who sigh to read the *Democrat*
Through all eternity!"

"In spring our widowed neighbor
Climbs the fence that intervenes,
Borrows from our wife the paper,
Leaving us a mess of greens."

Among the reminiscences none were more interesting than those related by Mrs. Mehetible Haskell Elder of this city. Mrs. Elder was 96 years old last July, but she told her stories in a bright, crisp way, full of the quaint humor of a half century ago. She spoke of mailing one copy of the first issue of the Washington *Standard* to friends in Boston. The little four page journal traveled by water to the Isthmus of Panama across this slim neck of land to the Atlantic ocean by mules and thence by water again to its destination, after being for more than a month on the way. Mrs. Elder was the leader of Olympia society 50 years ago and told many amusing personal anecdotes of Mr. Murphy.

Samuel L. Crawford, one of the best known real estate men of Seattle, made a mott humorous talk on early days in a printing office, he having earned his first salary setting type for the Washington *Standard*.

Nathan Ward Fitzgerald then read a poem, composed by himself in honor of the occasion.

When Governor Hay called upon Frank B. Cole, Tacoma's veteran humorist, to respond to the toast, "Out, but Not Down," a smile of genial anticipation spread itself from one end of the table to the other, and the expectant ones were not disappointed. Mr. Cole said: (See page 27)

Fifty years is a long time to be an editor, or even a democrat. Only men bred in the purple can stand such tests. Not only as a publisher has John Miller Murphy made a success—he has been a human alchemist. He has transformed such devils as George Himes, Thomas Prosch, Grant Angle and Samuel Crawford into human beings, or at least, some people think so. At a seance held in Olympia many years ago a message from another world was received begging that John Miller Murphy would stop making men of devils or hell fire would go out for want of fuel.

John Miller Murphy! What a trinity of names for a man! John—the beloved disciple; Miller—the man who fixed Ascension day, even if the program failed; Murphy—Ireland's vegetable martyr, oft burned with the steak.

The man we drink to at this banquet cannot be forgotten though he is out. Even if we could forget him, the press would not let us. How many lines of compliment and facts will his going out provoke. No flattery will be required—his work and life do not need it.

I want to warn all editors in writing about him against the use of any of the following original thoughts, as they have all been copyrighted by me, to-wit:

A Nestor in journalism.

John Miller Murphy, the peerless pencil pusher.

He hewed to the line, no matter how crooked it was or who got the chips.

A veritable 200-pound ink pressure Nemesis.

A war horse of a publisher.

A John the Baptist who began crying in the wilderness 50 years ago.

The trail maker; the advance scout of civilization who opened the way for high tariff and the trusts in a new land.

The man who backed secession into the Gulf of Mexico with the aid of Grant and other accessories.

The man who did not hesitate to tell an advertiser what his circulation was, whether he had it or not.

The fearless advocate of the Ten Commandments, besides many of his own.

A Christian publisher who never killed a delinquent subscriber.

The man who made Olympia oysters famous and Doane's panroast a necessity.

As an editor "he has no equals and few superiors."

The man who wrote as did that other John on the Isle of Patmos, making thousands uneasy about things that never happened.

In proof of the latter statement I read from the old files of the Washington *Standard*:

"The Hay family have a son, but the doctor says the child will never grow up, he is too precocious. They have, however, named him Marion, which is an Irish word for governor or ward boss."

Again: "A new state has been added, and that it will be controlled by the great democratic party is already assured."

Another from an editorial in 1861: "When the subscription list of the Washington *Standard* reaches 100, whether paid for or not, we will organize our subscribers into Olympia guards and tender them to Lincoln. We suggest for their motto: 'Like the crab, we can go backwards to protect our front.'"

Another editorial: "We object to the attempt now being made to change the name of Mount Tacoma to Rainier by a brewery company for advertising purposes."

Another: "A Chinaman was mysteriously killed a few days ago—our police have the cue and that is enough to cause our force to swell with pride."

Another from 1862: "Now that Olympia is enjoying a boom, the tides are evidently coming in higher and with more regularity."

But those files grow too interesting and my five minutes have gone, and I will close with a quotation which is most appropriate and applicable to our friend:

"In the long run fame finds the deserving man;
The lucky wight may prosper for a day,
But in good time true merit leads the van,
And vain pretense, unnoticed, goes its way.
There is no chance, no destiny, no fate,
But fortune smiles on those who work and wait,
In the long run."

COPY OF RESOLUTIONS.

Albert Johnson, editor of the *Washingtonian* of Hoquiam, presented a handsomely framed copy of the following resolutions, adopted at the meeting of the State Press Association held at Wenatchee on September 24, 1910:

"Resolved, That we, the members of the Washington State Press Association, extend to our honored patriot, John Miller Murphy of Olympia, our congratulations on the 50th anniversary of his career as editor of a Washington newspaper, that our good wishes are herein given, and a hope that he may live many years enjoying good health and happiness.

"M. A. Fergurson,
"J. L. Corey,
"Edith Tozier Weatherred.
"Committee."

Past President Albert Tozier Presents Letter.

Albert Tozier, representing the National Editorial Association, read the following letter from George W. Peck, the author of "Peck's Bad Boy":

"Milwaukee, Oct. 27, 1910.—Mrs. E. T. Weatherred: My Dear Madam:—I am in receipt of the invitation of the Washington State Press Association, through you, to be present on November 19th at Olympia at the banquet to be given to John Miller Murphy on the golden anniversary of his life work as a publisher of a democratic paper. I have worked in the democratic ranks for 50 years also, and I have been a pub-

lisher of a democratic weekly, and appreciate 'Father' Murphy's zeal and keeping at it. For many years of my editorial career I have read the Murphy paper as one of the exchanges and always enjoyed the editorial pages, and have wanted to see the editor. To work 50 years for the old democratic party through defeat and victory, mostly defeat, is an endorsement that a man can take along to the gate of heaven when he goes and tells that good old St. Peter, that sterling democrat to whom all guests at the pearly gates look alike, rich or poor, he will

TO JOHN MILLER MURPHY, the Nestor of the "WASHINGTON PRESS"
Poem by HON. NATHAN WARD FITZ-GERALD, Tacoma, Wash.

All hail! to the Nestor
Of Washington Press;
The Pioneer Murphy,
Whose name we would bless;
For known to the "Press" men
All over the land,
Name, John Miller Murphy,
As "Nestor" doth stand.

As Editor, Owner,
First Paper in State,
The "Washington Standard"
This fact we relate;
Was John Miller Murphy,
Before the "State's" day,
As Editor, printer,
And "Devil," they say

State, THEN, was a wildwood,
Territory, new!
Some hunters and trappers,
With settlers, but few;
Red men of the forest,
Half savage and wild,
Roamed here at their pleasure,
In climate so mild

'Twas year eighteen-sixty
When John Murphy came
To the hamlet, O-lym-pi-a
To carve out a name,
As Editor, printer,
'Mong first in THIS land
Established his paper,
Himself in command.

And now half a cent'ry
Has rolled in the past,
Since John Murphy's Standard
Was nailed to the mast;
It never surrendered,
Ne'er failed on its day,
To gladden its readers,
If h—l was to pay!

In fifty years, never
Missed issue on date—
Where is there another,
In Nation or State,
Can show such a record,
In Newspaper fame,
As John Miller Murphy's—
All hail! to his name.

To-day, three Societies,
History! Pioneers!
Newspaperdom also,
They hail him with cheers,
This Newspaper "Nestor"
And "Devil" beside—
This fifty year, natal day!
Hail it, with pride.

"The Washington Standard!"
Half century old,
Now hailed by its children,
In Newspaper fold,
The Press here united,
From over the State,
Hails John Miller Murphy,
Its "Nestor," as great.

From all its proud cities,
The Press is on hand,
From over the mountains,
From lakes, sea and land,
Great "Dailies" and "Weeklies"
And magazines, too,
Are here to do honor,
In numbers, not few

On fiftieth an'versary
Of Standard he raised,
In village Olympia,
Those far away days
E'er bearing the "Message"
"To line we shall hew,
Where chips may be falling,
We've nothing to do."

In days of dark treason
And dread civil strife,
His "Motto" was Union
And war to the knife.
Since then his great standard
Has ever been true
To "Jefferson's" tenets,
Dem-cratic—true blue.

Has ever been Leader!
Reforms that we need
Have had his approval—
Feared no clique or creed;
A faithful supporter
Of woman's demand,
Her right to the ballot,
In freedom's great land.

Then Hail! to the "Nestor"
Of Washington Press;
On this grand occasion,
We all will confess,
There's no other "Standard"
Entitled to name
Like John Miller Murphy's—
His rights we acclaim.

His fifty year's labor,
Entitles to rest,
Whole State does him honor,
The oldest and best,
Of all her quill-pushers,
Within her domain—
No John Miller Murphy
We'll see, e'er again.

"Well done, good and faithful,"
Saint Peter will say
To John Miller Murphy,
At final great day.
He'll be an exception
To rule, you can bet,
For News-paper people
Don't often, there get;

Reception so cordial
Beyond River Styx,
For St. Peter knows they'd
Be up to their tricks;
They'd get out an "extra"
About his affairs,
A "scoop" on the subject
Of great-golden stairs.

Then Publishers, Printers
From over the State,
In honoring Murphy,
This fact we relate.
He's no peer or rival
In all this broad land;
As Newspaper leader,
With record so grand.

The Vet'ran, our Nestor,
We honor to-day,
Has record un-equaled,
None like it, we say!
All honor, we give him,
In righteous acclaim,
To John Miller Murphy—,
All Hail! to His Name!

His "STANDARD" should guide us,
We all should combine,
Take him as our model,
And "hew to the line"—
To our great Profession,
We'll always be true,
If we shall, like Murphy,
TO LINE, EVER HEW—
Let chips do their falling,
Wherever they may;
Like him—stick to "CALLING,"
IF H——L IS TO PAY.

The above poem, by Hon. Nathan Ward Fitz-Gerald, was read by the Author at the banquet in Olympia tendered to John Miller Murphy on Nov. 19th, 1910, by the Press of the State of Washington, the State Historical Society and the Society of Pioneers of the State of Washington, that being the date of the 50th anniversary of the publication by said Murphy of "THE WASHINGTON STANDARD," the oldest newspaper in the state, with its unique and remarkable history of never having missed an issue, on its date, during its career of FIFTY YEARS, under the management of one man, its founder.

pass him in and give him a good place on the sunny side of the golden street of the new Jerusalem.

"Give my love to John Miller Murphy and to all democrats assembled at the banquet and tell them all to keep up the fight in the democratic principles while they live. Tell them to try and live till the next presidential election and until the 4th of March after it, and then go down to Washington and see inaugurated one more democratic president; and I will join them on Pennsylvania Avenue if the good Lord spares my life, and we will give the good old democratic yell and drink right then and there to the health of John Miller Murphy, whose example of stick-to-it-iveness has done so much to bring about the result.

"Yours very truly, GEORGE W. PECK."

Mr. Tozier also read the following letter from William Jennings Bryan:

"The Commoner, Lincoln, Neb., November 8, 1910.

"Mr. Albert Tozier, Portland, Oregon.

"My Dear Mr. Tozier:—Please present my compliments to Mr. John Miller Murphy, publisher of the Washington *Standard*, and convey to him my congratulations upon having reached the golden anniversary in his journalistic career. I hope he may be spared for many years to give his readers the benefit of his long and ripe experience. Very Truly yours,

"W. J. BRYAN."

LETTERS FROM PAST PRESIDENTS OF THE NATIONAL EDITORIAL ASSOCIATION.

OFFICE NATIONAL PRINTER-JOURNALIST
4618 W. RAVENSWOOD PARK, CHICAGO
November 13, 1910.

Hon. John Miller Murphy, *Standard,"* Olympia, Wash.

DEAR SIR AND BROTHER:—I wish to join with your many editorial and other friends in congratulating you upon having rounded out a half century as a working newspaper man. I have had the pleasure of meeting and knowing many editors and publishers of the Pacific Coast.

It is a real pleasure to have been brought to an understanding of the great opportunities for service that you have enjoyed and the great work you have done. To be a worthy editor, aywhere, is to occupy a position of influence and usefulness not given to the members of any other calling in this or any other age or land. To have founded, fifty years ago, and then to have conducted and edited a paper at the Capital City of the great State of Washington during the past half century, is not only a great and worthy distinction, but must have been a high pleasure and brought great satisfaction. To have had a part in aiding the settlement and development of such a State; in advertising its great resources and recording its advancement and improvement along all lines—helping in the laying of the foundations and the upbuilding of its many worthy institutions, must have proved a constant and increasing joy. The newspaper man is a promoter and where promotion has proven so successful as in your State, to have had a part therein must have been extremely gratifying.

I witnessed at the Fair at Seattle last year the work of the students from your Industrial High School, and partook of a dinner prepared by the young ladies of the Domestic Science Department. Ever since then I have had a kindly feeling for your city. The work shown in the shops, and the cooking by the girls did high honor to your school and I had great pleasure in telling about the same to five thousand editors—readers of the NATIONAL PRINTER-JOURNALIST—in every State of the Union and in the Provinces of Canada. I should consider it a very great honor to have been an editor in a city that has developed so excellent an institution. That you have been there from the beginning, helped and witnessed the building up of such an institution is something to awaken a just and noble pride. Your memory must be stored with many glorious recollections of worthy undertakings and achievements. A pioneer life, and that of an editor in a new country, may have had its hardships, but these become only happy memories, and there are, besides, many compensations for all that may have been endured.

Again I congratulate you upon your fifty years of service as an editor, and hope that you may live many years to enjoy the rich rewards of so useful a life.

Sincerely and fraternally,
Your friend, B. B. HERBERT.

Parkersburg, West Virginia, Nov. 19, 1910.

Hon. Albert Tozier, Portland, Oregon.

MY DEAR TOZIER:—Hearty congratulations to John Miller Murphy on the golden anniversary of the *Standard*.

ALRERT B. WHITE,
Past President National Editorial Association.

Mansfield, Ohio, November 10, 1910.

Albert Tozier, 93 East 54th St., Portland Oregon.

MY DEAR TOZIER:—Your letter of the 6th inst. from Salem, Oregon, is before me, advising that some of the brethren of the guild are to give John Miller Murphy, publisher of the Washington *Standard* at Olympia, Wash., a spread on the evening of November 19th, 1910, in honor of his rounding out 50 years of continuous grind in the newspaper shop.

I have known of Mr. Murphy for a number of years and salute him as one of the brethren "in whom there is no guile,"

a good, all around newspaper man, upright and honest, who does not seek the keep the center of the stage in the full limelight all the time before all the people—just a modest and unassuming man who for 50 years has done his share of education in journalism. It will be said of him when the time comes for him to pass over the Divide that the world has been the better for his having lived.

I have just rounded out 25 years of continuous service on "one of the best inland daily newspapers in Ohio," which I started in one of the best towns in Ohio in which to operate a business, to earn a living and own property. Like all other ventures of this kind, as with Mr. Murphy and many others who will assemble with you, I had hard sledding in the early days of this foundling and all that ever saved my reputation with my creditors was by staying right by it.

We have no big apples in Ohio and no big wheat crops; we have, however, a big, weighty president, and to some of us an unusually exasperating big democratic victory this year.

With best wishes for your good health and prosperity,

Very truly, W. S. Capeller,
Past President National Editorial Association.

New York Press Association, Office of the Secretary.

Dansville, N. Y., November 17, 1910.

Mr. Albert Toizier, 293 E. 54th St., Portland Or.

Dear Brother Tozier:—Having served 56 strenuous years in a newspaper office, nearly all that period as editor and publisher, I have a fair appreciation of the quality of the service rendered by John Miller Murphy for half a century on the Washington *Standard*. To him I render tribute of admiring praise and cordial congratulations. Sincere wishes that he may long continue his distinguished services. I only wish I might join your fraternal circle Saturday night, November 19, 1910.

As always yours, A. O. Bunnell,
Secretary New York Press Asssociation.
Past President National Editorial Association.

E. W. Stephens Publishing Company.

Columbia Missouri, November 8, 1910.

Albert Tozier, Portland, Oregon.

My Dear Tozier:—A splendid record is that which has been made by John Miller Murphy. What a story of fidelity, courage and ability it contains.

I myself was 35 years in continuous editorial control of one wenspaper and know something of the strenuosity of such a life, but I take my hat off to the man who, beginning life in the frontier days, has for 50 years been such a potent factor in the history and development of the great Northwest.

Sincerely yours, E. W. Stephens,
Past President National Editorial Association.

New Orleans, La., November 9, 1910.

Albert Tozier, Portland, Ore.

Dear Tozier:—The coming banquet to be given to Mr. John Miller Murphy, who founded the Washington *Standard* in 1860, and now, in 1910, fifty years later, lives to celebrate the semi-centennial, and the fact that during all these five decades the paper has never missed an issue and Mr. Murphy has edited every issue,, constiute a wonderful record in the newspaper world and one which I sincerely believe is without a parallel. It is a most extraordinary achievement and I sincerely trust that you and the other good newspaper people there present at the time will have a delightful banquet and I know that the honors given to Mr. Murphy will sit lightly on his shoulders as he has such an unquestioned claim to them.

With my kindest regards to your good self and our mutual friends in Oregon and Washington, I am,

Very truly yours, John Symond.
President National Editorial Association, 1906.

Booneville, N. Y., November 10, 1910.

Mr. John Murphy, Olympia, Wash.

Dear Sir:—Accept greetings from a brother editor in New York state upon your having completed fifty years in the editorial chair. Can realize what you have done in that time for the betterment of the great human family. Such a history as you could write would be of the greatest interest to the newspaper fraternity. Surely your experiences have been many and varied, watching the growth of our common country and also that land where flows the Oregon. May you live many years to enjoy the fruits of past labors, and may your shadow never grow less.

Assuring you of our best wishes and with sincere greetings upon your fiftieth anniversary as editor, I am,

Fraternally yours, G. A. Willard,
Editor Boonville Herald.
Past President National Editorial Association.

Lexington, North Carolina, Nov. 10, 1910.

Hon. John Miller Murphy:—Please accept my sincere congratulations on the celebration that completes fifty years' service with the oldest newspaper published in the state of Washington, founded by yourself; a great record and one in which we all take much pride, and especially those of us of the democratic faith—that a democratic newspaper established in the territory of Washington, now the rock-ribbed republican state of Washington, still lives and that its founder still presides, and that the people of the United States are becoming more democratic, therefore more in sympathy with the doctrines preached by you in the last fifty years than ever before.

It affords me great pleasure to send you, dear old democrat, greetings from far off North Carolina, a state that has jus. gone 50,000 democratic and elected all of its ten congressmen (a gain of three) of the democratic faith.

Here is hoping that you will live to preside and direct your democratic newspaper for fifty years more.

With highest regards, I am,

Very truly yours, H. B. Varnner,
23d President of the National Editorial Association.

Montgomery, Ala., November 10, 1910.

Albert Tozier, Portland, Oregon.

Dear Tozier:—Although separated by a distance of several thousand miles, I wish to assure you that I will be present in spirit with those who on the 19th inst. will be gathered in honor of the pioneer journalist of Washington, Mr. John Miller Murphy. For fifty years to have been engaged in the great work of publishing a newspaper and to be among the first to enter the field in what was then a territory and is now a great and growing state is an achievement and an honor vouchsafed to but few men. Mr. John Miller Murphy deserves well of his countrymen, and I beg to express the hope that he may live many years more, enjoying to the fullest extent the affection and high regard of those who know and honor him.

With assurances of high personal consideration, I am,

Yours truly, W. W. Screws,
20th President National Editorial Association.

Minneapolis, Minn., November 8, 1910.

Albert Tozier, 293 E. 54th St., Portland, Ore.

My Dear Tozier:—I would rather have it said by my descendants that I was "the John Miller Murphy of my state" than to have been the most successful gold miner of '49. The man who makes two blades of grass grow where one grew before is "blessed and deserves more of his state than all the scurvy politicians," says the author of Brobdignoy. So is the man who makes two leaves of a clean, progressive, optimistic newspaper print where none were printed before.

One of the Collins tribe was the publisher of the first patriotic newspaper in the colonies during the Revolution, and a special act of Congress was passed, exempting him and all of his employees from military duty, on the ground that he was doing the cause more service at his editorial desk than he could in the field of battle. And so might the state of Washington, in some way honor the service of its first newspaper publisher. Unquestionably he has done work of incalculable value in inspiring American patriotism in those early days, and in developing and making known the resources of Washington.

Half a century is a long time to labor. The population of the nation is three times as great as it was when John Miller Murphy began his work, and the man who has been on the job while two new populations, as large as the nation was in Lincoln's and Grant's days have been added to this country, has seen the making of history such as the world never saw before. He ought to be a plutocrat. I do not know—perhaps he is only a democrat—but nothing is too good for him whatever denomination he may belong to. May he live to twice fifty before he sees "30." yours fraternally,

P. V. Collins,
Past President National Editorial Association (19th Pres.)

Sterling, Kansas, November 14, 1910.

Hon. John Miller Murphy, Olympia, Wash.

Dear Mr. Murphy:—Congratulations from the Sunflower State on the 50th anniversary of the *Standard* and your personal connection with it. To but few men is given the rare privilege of seeing the newspaper child of their faith and energy attain a half century of development.

The history of your state is written on its pages, but "the *Standard*" has been more than a mere recorder of history; it has helped to make it. There is no honor too great for the newspaper man who has given the best years of his life in faithful service to his city, state and nation. It is a great

pleasure to know that you are receiving deserved recognition from a grateful people.

Yours sincerely, J. E. JUNKEN,
Past President National Editorial Association.

UNIVERSITY OF MISSOURI.
SCHOOL OF JOURNALISM.
Columbia, Mo., November 8, 1910.

Mr. John Miller Murphy, the *Standard*, Olympia, Wash.

MY DEAR MR. MURPHY:—Permit me to congratulate you upon your long and useful life. That anyone should have completed a half century of active journalistic service is a notable event; that this service should have been in the great Northwest, which, to many Americans, seems a comparatively new country, is also most notable. But more than this the event deserves recognition, it seems to me, because of the large and helpful public service which the *Standard*, under your direction, has been permitted to render during your fifty years of ownership.

I trust you will have yet other and rich years of service to the profession of journalism which means to the public good.

Very sincerely, WALTER WILLIAMS.

Santa Ana, Cal., November 44, 1910.

Mr. Albert Tozier, Past President National
Editorial Association,
293 East 54th St., Portland, Oregon.

.. DEAR BROTHER TOZIER:—*I thank you for the kind invitation* to the semi-annual centennial anniversary celebration in honor of Mr. John Miller Murphy, and regret exceedingly that the great distance that separates me from the scene of this celebration makes it impractical for me to attend.

Not only would I delight to have part in the honor to be shown Mr. Murphy, but I would be proud to meet and know a man whose journalistic record is one in ten thousand. This record speaks for itself. I need not be told that Mr. Murphy is a man of splendid character and attainments, for only the highest attributes of the man and journalist would have sustained him in so long and arduous a career, and brought him at this time the honors his fellow citizens and co-workers are now about to bestow upon him.

Pray give him and the members of the Washington Press Association my cordial and respectful greetings.

Sincerely yours, J. P. BAUMGARTNER,
President of the National Editorial Association.

PRESENTED WITH CUP.

Mrs. Edith Tozier Weathered, a pioneer of Washington and Oregon and a firm friend of the venerable editor, presented as a token of esteen a magnificent silver loving cup inscribed with the following: "Presented to John Miller Murphy on the fiftieth anniversary of his establishment, ownership and editorship of the Washington *Standard*, by the Washington State Press, the Washington Pioneers' Association and the Washington Historical Society, Olympia, Nov. 19-10."

In her little speech of presentation Mrs. Weatherred made a point that was received with applause when she spoke of the close alliance of the people on both sides of the Washington and Oregon boundary line. "Our pioneer parents," she said, "went back and forth across the border, until Washingtonians and Oregonians were but one big family. Native sons and native daughters know no boundary line; the whole expanse of beautiful Oregon and wonderful Washington is their native heath. I cannot help but think of a story of a colored gentlemen that I believe will illustrate this point. This old fellow had spent his life going up and down the Ohio river, as his parents had done before him. One day a man asked Uncle Mose where he was born and he responded: 'Law, massa, I was born on both sides of the Ohio river.' Like Uncle Mose, we cross and re-cross the border line between Oregon and Washington so often that we can't, most of us, at least, tell whether we are natives of one state or the other."

As John Miller Murphy rose to speak a hush that bordered close upon a sob went round the table, and it seemed as though the golden moment of the evening was to be dimmed with tears. But just at this point the quartet began humming in a blithe undertone that in no way interfered with the voice of the speaker, those words set to the tune of "Put On Your Old Gray Bonnet":

"John Miller Murphy, John Miller Murphy, John Miller Murphy, bright and gay;
For among his old-time devils
To-night he is holding revels
On the *Standard's* golden day."

The last speaker on the program of the John Miller Murphy banquet last night was the veteran himself, and his speech was probably the most interesting of all. He told of his work with the *Standard* and spoke of days when there was no Tacoma or Seattle. He said:

"While I realize that to be last I must necessarily be brief, there are some few points not touched upon by others in the life of the *Standard* and its editor that I think are of enough interest to be mentioned here.

"One of these is suggested by a remark of Harvey W. Scott some years ago, in talking of the relative progress of the *Oregonian* and the *Standard*. He seemed to think that real progress was shown in the many-page edition more than continuity of publication, but he seemed to have devoted more attention to results than the causes that had produced them. The success of a big paper must result from environment and opportunity, united with a full comprehension of methods and persistence in applying them. The opportunity presented the *Oregonian* was the Civil War. The enterprise and sagacity of Henry L Pittock, its publisher, succeeding T. J. Dryer and others in its management.

"Some leading men in our territorial history were connected with the advent of the *Standard*.. Hon. Elwood Evans gave it lasting and cordial support, L. P. Beach, afterwards surveyor general, was on its typographical force several years; Robert Frost of this city and George Himes of Portland, historian of the Oregon Pioneer Society, were intimately connected with its history. James G. Swan, author of 'Three Years in Washington Territory,' and Paul K. Hubbes of Port Townsend wrote many interesting articles relating to early conditions, customs and habits of both the early settlers and the aboriginal population.

"At the date the *Standard* began publication there was no Seattle nor Tacoma. The former was known as Alki and was the site of Yesler's mill and hall, John Collins' hotel and Jack Pinnell's dive, and probably a saloon and a small store or two. Tacoma had not yet been born, and first saw the light of day when McCarver of Portland came over to act as midwife. Seattle had no newspaper till a printer named S. L. Maxwell started a small paper called the *Gazette*. His plant was small and for several years much of his job work and other printing was done in Olympia by the *Standard*. Mr. Maxwell was succeeded by J. R. Watson from this city, and afterwards Samuel L. Crawford, a graduate of the *Standard*, who became part owner of the P.-I. and greatly aided that paper's evolution to the size and dignity of a metropolitain paper. The first paper printed in Tacoma was also from Olympia, the *Daily Tribune*, trans planted from this city, after several years.

JOHN MILLER MURPHY.

A SHORT HISTORY OF THIS VETERAN EDITOR'S EARLY DAYS.

To have been the editor and owner of the newspaper for 50 years, never to have missed an issue, to have personally supervised the getting out of every edition, and to have occupied the same editorial sanctum for 47 years is a record that can be equaled by but few men in the world. This is the record of which John Miller Murphy boasts to-day, on the fiftieth anniversary of the birth of the Washington *Standard*, a pioneer newspaper, fathered and tended through all its years by him.

John Miller Murphy was born in Fort Wayne, Ind., in 1839. His father, John Murphy, was a native of Ireland and his mother, of German descent, came from Pennsylvania. In 1847 he began attending school in Cincinnati, where his parents had moved, and two years were devoted to the acquirement of the rudiments of an education.

When he was 11 years old he became fired with the Westward Ho infection that was running through the Eastern and Mid-Western states, and in 1850 accompanieid his brother-in-law, George A. Barnes, across the barrier of plains and mountains which divides the East and West to Portland, Oregon Arriving in that then extreme end of civilization he began attending school during the winter months and assisting the brother-in-law in hewing out a home in the wilderness during the summers. In 1852 Mr. Barnes moved to Olympia, which was then in Oregon territory, there being no division of the great Northwestern state at that time. John Murphy accompanied him and took a position as clerk in the store opened in that village by Mr. Barnes. Four years went by, and young Murphy got the newspaper bee in his bonnet. He went back to Portland in 1856 and started as the "devil" in the *Weekly Times* office. He spent three years in that office, the office of the *Democratic Standard* and as a member of the staff of the *Argus* of Oregon City.

HIS FIRST NEWSPAPER.

All during the time of his apprenticeship the bee kept buzzing greater things, and in 1859 he established the *Chronicle*—

the first newspaper ever published in Vancouver, Washington territory.

Three months later he found that he wished to run a paper by himself and dissolved partnership with L. E. V. Coop, with whom he was associated, and went to Olympia. Early in 1864 he erected the building where the Washington *Standard* presses now hum off the weekly issues and where his offices and those of his staff have ever since been located.

Two years ago he decided to retire from the editorial field and to give the management of his paper over into the hands of his son Henry. But fate ordered otherwise. This promising young man was taken off by death and the father was forced to wait until the younger son had learned the trade of making newspapers and was fully equipped to occupy his father's editorial chair.

The Press to Teach the People to Distinguish Between National and Municipal Politics

It is evident from the results of the recent election that one great and much-needed service, which ought to be rendered by American newspapers to the American people, is to teach their readers, the free, independent and sovereign voters and those who are up for public positions as well, to distinguish between National policies and politics and the affairs of munipal and state governments. The management of the public schools of a school district, or of a city, the building of streets, the management of the police, the conduct of local, county or municipal courts or the management of parks or of a hundred and one other affairs of cities, counties or states, involve no political issues that divide the national parties, yet, it very frequently occurs that all these matters which directly affect the people—and their homes and security and well-being, are entirely overlooked, in a general election, and unworthy or incompetent men are placed in positions where they work injury, injustice or ruin, just because they have received nominations as candidates of national parties, labeled either Democrat or Republican, and are against or in favor of a national protective tariff with enacting or enforcing laws with regard to which, they can have no more to do than can the Man in the Moon or the cow that jumped over that lone satelite of Earth. All municipal, county and state primaries and elections should be kept separate and held separate from those of the Nation. Too many cooks spoil the broth, especially if two-thirds of the cooks have no special interest in or particular information as to the broth that is being prepared.

We attended one political meeting, previous to the recent election, at which a candidate for Congress spoke. He apologized to the audience for the fact that he had been so little in the District that he had not known what the wishes of his constituents were with regard to matters with which he had to act and vote in Washington. He gave as an excuse, that his mother was seventy-five and his father eighty-two years of age, so that he felt that he must pass his vacation with his parents in the East, and had been deprived of that close association with the voters necessary to know all their wishes. But at the same time, he advised his hearers to vote his ticket right through for municipal judges, county commissioners, members of the Legislature and all the rest. He did not know, according to his own confession, enough about the conditions in his own District to represent his constituents intelligently, but had the effrontery to come and advise them for whom to vote to manage their own local affairs. Of course, he needed their help, as it seemed, as he was likely to lose his own election to Congress. This bunching the candidates is a means of corruption. If a corrupt man can get a nomination on a ticket of his party, he is assured the support of the ablest and most distinguished men on the same ticket from President, Congressman and Governor down. The fault is just as much in one party as in another. But it is absurd and the American press can help remedy this and many other evils.

Too Great Featuring of Crimes of Violence

American newspapers have been justly criticised, recently, G. M. Simons of the Amsterdam, Holland, *Telegraph*—while that gentleman was visiting St. Louis—for the too great featuring of low crimes of violence as though these were the principal things of life, or of such seldom occurrence as to be extraordinary. While we held somewhat different views at one time than now—on the grounds that the publishing accounts of crimes acted as a help to justice, made those inclined to violence and wrongdoing fearful of exposure in the newspapers, thus acting as a preventive to crimes, after twenty years of observation in the two great metropolitan cities of this country, New York and Chicago, we are free to admit that the evidence is too strong to be controverted, that the exploiting of crimes is hurtful and unprofitable. There is a human interest in stories of deeds of violence, but not more than in other things that are ennobling, useful, upbuilding, and inspiring. The best and most representative publishers, managers and editors of American newspapers have, also, from the best evidence possible, that of the change of the practice of their papers in this regard, evidently of late years, largely changed their views. There is much less of working up of stories of crimes of violence now than ten years ago. Mr. Simons is reported as saying:

"Your papers headline everything that happens on the street, as if it were some extraordinary occurrence. Any murder, suicide, marriage or divorce is made sensational. In Holland such things receive only a notice, about two or three lines in length."

Holland papers, apparently give too little space to these things and American papers have given vastly too much space. Our papers are larger and more complete in news service than those of Holland. Today our best papers are giving vastly more space to the promotion of everything that tends to good government, to public health, to city improvement and

beautifying, to educational, moral, religious, social, industrial and agricultural betterment and improvement. Chicago papers have recently given hundreds of columns to a great religious revival movement, to the great stock, land and other shows. The land show was originated, and has been carried on for two years with an expenditure of hundreds of thousands of dollars by the Chicago *Tribune*, and the other metropolitan papers, all over the country, as well as in Chicago, have engaged in like efforts, along various lines, for the public good. Tenfold more space is now devoted to these things in ninety-five out of every hundred of American papers than to accounts of deeds of violence or the crimes of the streets.

Crimes against government, in this land where the people rule, and to whose votes all public officers must look for their election, are naturally and properly given large space as every citizen is directly and personally interested therein. The American press should not be judged by the now exceptional newspapers that pander to the vicious and ignorant, to the indolent, idle and depraved.

Advertising Real Estate and Value of Advertising

"How to Advertise Real Estate" was the topic which engaged the attention of the members of the Chicago Real Estate Board at the weekly luncheon November 3rd the speakers being Clinton B. Evans editor of the *Economist* and H. H. Kohlsaat, publisher of the *Record-Harald*.

"The purpose of advertising real estate is to commend it to the purchasers and lessees," said Mr. Evans, "and the purpose of the brokers is to make sales and to get the commissions therefor. What is wanted is not only good advertising but collective advertising. The project of D. H. Burnham will do more to advertise Chicago than all other means of advertising. Between the years 1900 and 1910 Chicago has had an increase of 29 per cent in its population and New York has had an increase of 39 per cent in its population. Outside of the fact that New York has 200 years' prestige and start back of it, the city has been spending enormous sums of money on improvements. It probably is spending too much but Chicago is spending too little.

"Chicago did the biggest piece of advertising that it has ever done in the World's Fair of 1893, and at that time men like P. D. Armour said that it would be money thrown away. But out of all that advertising we have not one permanent improvement to show. I would rather have the permanent benefit we have received from one institution like the University of Chicago for the last five years, than all of the World's Fair benefits. The greatest of Chicago is the planting some improvement here that is uermanent.

"Chicago owes much of its prosperity to its location in the midst of an immense agricultural region, but we have received the maximum of benefit from that. You ask what is taking the place of this benefit and the answer is manufacturing. But we must remember there are many towns in some remote and far-off states, located on a swiftly running rivers that can manufacture articles cheaper than we can, by converting some of this waste water power into electric power. A number of cities like Buffalo, Cleveland, Denver and Los Angeles have made great headway by making permanent improvements and letting it be generally knowwn that they have made them and to some extent this should be done in Chicago."

Mr. Evans' remarks brought forth applause.

"I can best show you the result of advertising quoting some men I have talked with," said H. H. Kohlsaat. "A. W. Green, president of the National Biscuit Co., said that he had made the brands of some of the articles they sell more valuable than the plants themselves—so much so that they pay no attention to prices of their competitors—by advertising."

"Clarence Woolley of the American Radiator Company told me that the results they have achieved by advertising radiators, something that had been advertised but little before, have been enormous.

"Mr. Cochran of the Kewanee Boiler Company said that in six months their business had increased about 140 per cent. When a purchaser comes to order a boiler he will choose the one he is most familiar with, the Jones boiler may be as good, but the other is better known and therefore the one that is chosen.

"Samuel Insull of the Commonwealth Edison Company says they can see the direct results from the advertising they have done, and Mr. Rosen of the People's Gas Light and Coke Company, says that because of their advertising a certain light they handle, orders have been coming in for it at the rate of 600 a day."

In conclusion, Mr. Kohlsaat suggested that the real estate men could secure better results by putting their advertisements up in more attractive form and having them written by professiona ad-writers, rather than by holding to old, stereoptyed forms.

Advertising That Pays

BY FRED F. FLATT, CITY EDITOR, WEST LIBERTY, (IOWA) INDEX.

There is not a better investment for a business man than money put into publicity—in telling the people what you have to offer them. That old idea so prevalent among merchants "that everybody knows me and will trade with me if they want to," is no good in these modern times. To be sure they may know of you, but they will not know what you have for sale.

Then the question naturally arises, where am I going to get the best returns from my money spent in advertising? There are many ways, but you should find which is the best for your line of business. I take the position that the newspaper is the best medium to reach prospective purchasers and the buying public in general. But now some business man will say that he doesn't believe that there is anything in having an ad in the local papers. Some people never get returns from their newspaper advertising simply because they don't understand how to apply it. In some towns the merchants seem to think that money spent with the newspaper man is just a donation, and don't figure that it costs money to run the paper. This is generally the kind of man that can't make his advertising pay in the newspaper—or anywhere else. He imagines that he is just giving his money to a smooth fellow and that is all there is to it. But take it on the other hand: Mr. Jones, the clothier across the street, he advertises all the time and makes it pay. Why does he? Because he puts some thought into it. He is not afraid to invest in a little space with his town paper. He tells his customers that he is having a cut-price sale, and they come to his store and find that it is true. They have confidence in him, and he knows it. He runs his ads in the local paper all the year around, each week telling them what he has to offer, or maybe just a friendly talk. Some merchants think that advertising space is only valuable when they are having a special sale; but this is a mistake. People get in the habit of reading your ads each week and they look for them the first thing when they get their papers.

But I wish to say here that advertising of any kind will not in the long run pay the business man who does not live up to his statements, and do just as he says he will, he mus'

have a legitimate business, and conduct it upon business principles to make his advertising pay him. Advertising is the life of any business when it is done right.

There are many men who made their fortunes by the right use of advertising in connection with their business. It is true some merchants do not know how to use it properly, but they need not say that there is nothing to it because they do not know how to use it. Take the business man who looks upon his advertising as part of his capital; he is not afraid to use plenty of it, and he is selling more goods and making as large a profit as his non-advertising competitor. He takes as much care of his advertising as he does his bank account, and he is the man who does not knock against his home paper, but helps it, for he knows that the right kind of advertising does pay.

Installation of Cost-Finding Systems

The work of the United Typothetæ of America in the way of installing the standard simplified cost-finding system in offices throughout the United States and Canada is productive of great and lasting good. Most offices—all of them, in fact—that are operated without a system are doing some jobs at an actual loss, while much other work is sold at a price that returns anything but an adequate profit. The first thing a cost system does is to point out every job of the kind, with the result that either the price is raised or the work refused if the customer declines to pay more for it. In either event the benefit to the printer is immediate and pronounced.

Experience shows, however, that little work is lost because of an advance in prices. Buyers are willing to pay prices that will give the printer a profit, and when an increase is asked a fair and square statement of why it is necessary will satisfy the customer nine times in ten.

There is hardly a single problem to be solved, hardly a single reform desired, that is not of equal importance to every printer, and this fact is now generally accepted. It serves to explain the phenomenal growth of the United Typothetæ of America, for the Typothetæ, be it known, is the one national organization powerful enough to bring about the reforms and take up and solve the many problems now engaging the attention of the trade. In November it added 51 new members and six new local Typothetaæ.

The United Typothetæ of America will be glad to take up with master printers questions of cost-system installations, estimates, trade abuses, or any of the numerous matters that arise from time to time.

Training the Cubs

Students in the courses of journalism at the University of Wisconsin thus far this year number 111, as compared with 72 at the same last year. This is an increase of over 50 per cent, and indicates that the total number for the year will reach 150.

Amos P. Wilder, U. S. Consul at Shanghai, China, former editor of the *Wisconsin State Journal*, at Madison, Wis., has presented the newspaper laboratory of the University of Wisconsin an interesting collection of Chinese newspapers. The museum of foreign newspapers in the journalism laboratory contains several hundred foreign papers from 28 countries of all parts of the world.

T. Sharper Knowlson, London, a freelance, addressed the student press clubs in connection with the course in journalism at the University of Wisconsin, December 6th, on "Ethics of English Journalism."

Some fifty students in journalism, commerce, and agriculture at the University of Wisconsin have organized an advertising club to study the methods of effective publicity. A number of well known advertising men of the middle west will address the bi-weekly meetings of the club during the course of the winter.

Among the students in the course in journalism at the University of Wisconsin is an East Indian from Calcutta and an Armenian from Harpoot, Turkey, both of whom are preparing to engage in newspaper work in their native countries after completing their studies at Madison.

A Coming Cost Congress at Wichita, Kan.

The Ben Franklin Club, composed of the master printers of Wichita, Kansas, are laying their plans for a Cost Congress to be held in that city Friday and Saturday, January 20 and 21. The Wichita printers are very enthusiastic and have worked hard with the conditions in their own city, sending three delegates to the Chicago Congress and five to the St. Louis Convention. Practically all their shops are now running or are installing Cost Systems. They have their plans laid for some of the best speakers in the country and they have some good talkers in their own city, and from the reports already in, they will have one of the largest and best conventions ever held in the Southwest. Wichita is located so as to be reached by almost all the printers of Kansas, Oklahoma, Texas, and western Missouri and this convention will give the printers of all that region an opportunity to learn of Cost Systems, meet their competitors and give themselves and profession a boost for the uplift. This movement, of the Wichita printers or of the smaller towns near Wichita, who did not feel that they could spare the time nor money to visit St. Louis, although a number of printers, from outside of Wichita, who attended the St. Louis Convention, intend to visit Wichita and are boosting for the Convention. The master printers of Kansas, Oklahoma and Texas should certainly embrace this opportunity and give every aid to the Ben Franklin Club of Wichita in its effort on their behalf, as a convention of this kind necessitates a great deal of work and expense, which we understand the Club is to meet. The Ben Franklin Club will be glad to hear from anyone interested in this meeting in any way and ask that they address: A. G. McCormick, Secretary of the Ben Franklin Club of Wichita. Invitations will be issued to all printers in their locality and should anyone fail to receive one, the master printers of Wichita wish it understood that they will be welcomed to the Convention.

Co-operation in securing better methods is the way to worthy and permanent success in this age and country. No other movement has proved so beneficial to the printing business as that for the establishing a correct cost-ascertaining system. By this means leaks have been found, greater efficiency secured and better prices have been established on a rational, explainable basis.

Filipino Newspapers for Journalism Students

A representative collection of newspapers and periodicals published in the Philippine Islands has just been presented to the newspaper laboratory of the course in journalism of the University of Wisconsin by James A. Robertson of the government library at Manila.

The collection includes many papers printed in Spanish, Tagalog, and the other native dialects. Some of the papers are printed in a single tongue, while others are in two or even three languages. A number of the native papers are printed in Spanish and one or more Filipino dialects.

The collection is a part of the museum of foreign newpapers maintained at the University of Wisconsin in connection with the journalism course. Twenty-eight countries are now represented by several hundred foreign papers.

Journalism Fraternity Prosperous.

Alpha Delta, the fraternity started last year at the University of Wisconsin, and which includes only men of the junior and senior classes preparing to go into newspaper work, has had a very prosperous year. Six juniors and seniors, who have played a prominent part in the press circles of the university, were initiated this week. Of this number three were from Wisconsin, one from Kansas, one from Illinois and one from the District of Columbia.

REVIEW OF JOB PRINTING

Address all communications to E. S. Hanson, 925 Linden Ave., Wilmette, Ill.

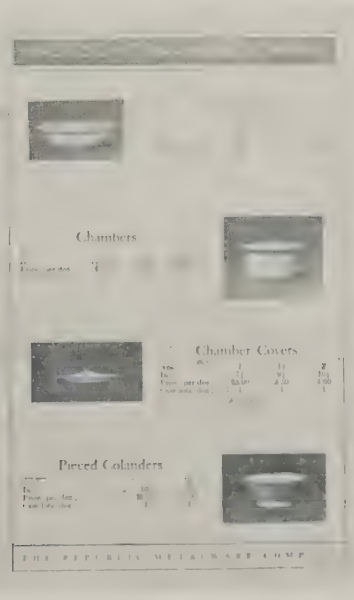
HEREWITH I am showing a page from a booklet recently received from the Hotel Astor, New York, and gotten out especially to advertise their Indian Hall. This work was done by Malcolm & Hayes, New York, and is an especially attractive piece of work, with the exception of the one detail which I am about to refer to. This is the wide margin between the columns. I cannot understand why this was done, as I believe that a reasonably solid type page is more attractive than one which is broken in this way. The only explanation that I can see for it is, that the book being quite large would very likely be folded in the middle by many of those who receive it, and this wide separation of the columns was provided in order that this fold might not come in the print. I do not believe this a justifiable reason, however, and I should

still be in favor of having the columns drawn in closer together. The stock used is a good grade of enamel and the fold does not show serious breaks, so that it would not be apt to cause annoyance to the reader, even if it came in the printed columns. A case of this kind is sometimes caused by the fact that the matter was set up for some other purpose and then combined in this way to fit the size of the larger illustrations. Obviously, however, this does not apply to the present instance, inasmuch as much of the matter runs around the illustrations.

This number of the Printer-Journalist will reach its readers about the first of January. This usually ends the busy winter season for printers and business men in many lines, and is usually taken advantage of to inventory one's stock. It will be the very best time for printers to set aside the fonts of type which they could very well get along without, and send them back to the foundry to be replaced with faces which are newer and more serviceable. It will also be a good time to enter into negotiations with the manufacturers of machinery to determine a basis of exchange by which old machinery can be replaced with new.

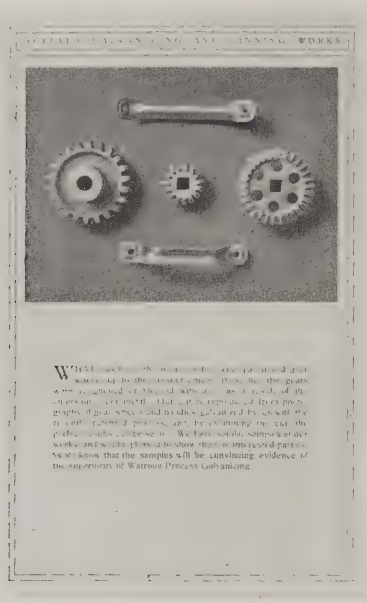
The St. Clair & Valentine Company, ink manufacturers, of New York, will please accept my thanks for a superb portfolio of New York views done by the gelatine process. It is a handsome piece of work and will be especially enjoyed by those who know New York, who will be able to recognize many of the scenes.

I received recently another bunch of specimens from the Matthews-Northrup Works, Buffalo, show-



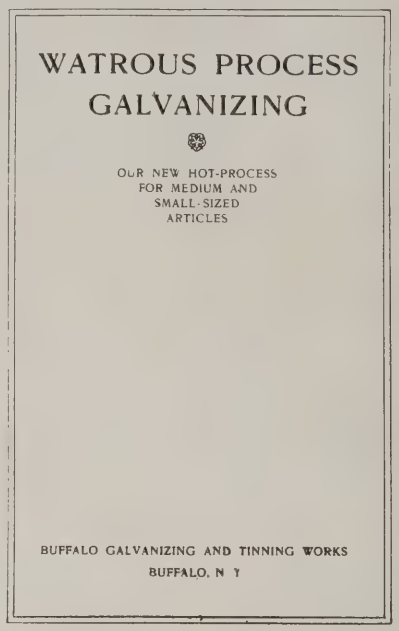
ing that they are working along the same painstaking lines as heretofore. Among other things, I am showing a page from a catalogue illustrating and de-

scribing the Magnolia Enameled Ware, which is of especial interest, because it has half tone running heads, which have been commented on before in these pages. These heads, while heavy, are, I should say, fairly satisfactory because of the fact that the pages are quite large and contain half tone illustrations, thus helping to form a satisfactory balance. In my opinion, however, the money which was spent on these half tone heads could have been used to just as good advantage, or possibly better, in introducing a second color into the catalogue. In contrast with this, I am



showing a page from one of the other specimens, a catalogue for the Buffalo Galvanizing & Tinning Works, which has a type running head, enclosed in a box. Personally, I like this at least as well if not better. The lot also contains a handsome piece of hotel printing, being a booklet for the Hotel Seneca, Rochester, N. Y. The pages of this are 6½x5¾ inches and folded to enclose in a cover half that size. The pages shown herewith will give one an idea of the general design. Most of the pages are gotten up on this same plan, with one large illustration and one small one. The symmetry, however, is marred by the fact that no effort has been made to get the same amount of reading matter on each page. On one of these the type matter runs down below the small illustration, while on others the matter is not sufficient to

cover the initial letter. This I know is not the fault of the printers, for I imagine that such careful ones as the Matthews-Northrup people spent considerable time to influence the customer to remedy this defect; but people who buy printing are a curious lot and are

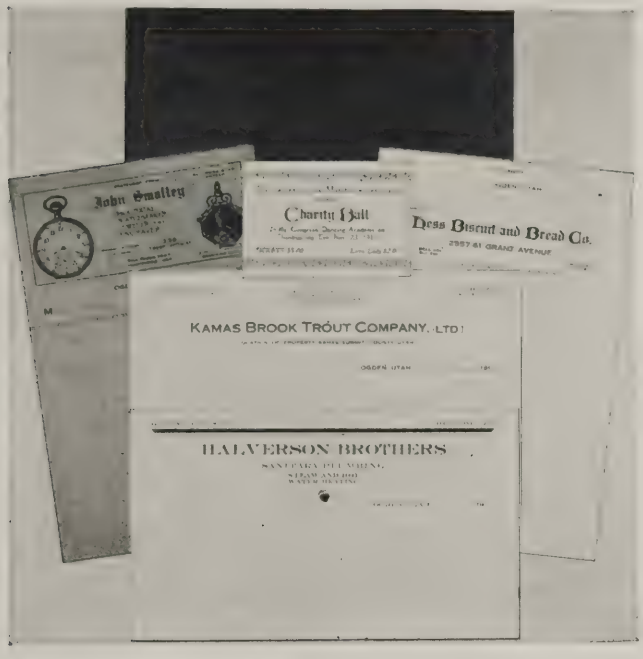


sometimes hard to manage. The page taken from the Bulletin of the Ridgeway Dynamo & Engine Company

shows a very satisfactory method of handling a catalogue where the customer does not care to go to the

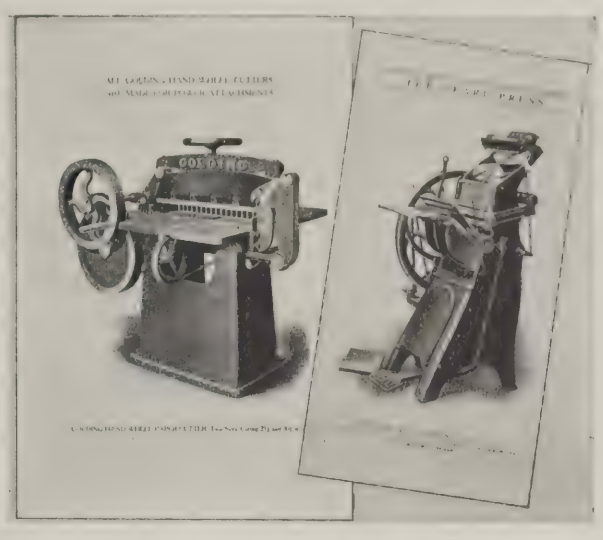
expense of having both a cover and a title page. The page here shown is the first page of reading matter of the catalogue and is much more satisfactory than

the method adopted of starting in directly with the catalogue matter with no introduction at all.

J. Warren Lewis, Ogden, Utah, sends in a bunch of stationery and other specimens, which I have taken pleasure in looking over. I am showing a number of these herewith. The letter head for Halverson Brothers has the rule and ornament in red and the type

matter in black. It would have been improved by the introduction of at least one or two lines with the cap and smaller cap effect. This could have been done very well with the date line, and possibly might have worked satisfactorily in the case of the firm name also.

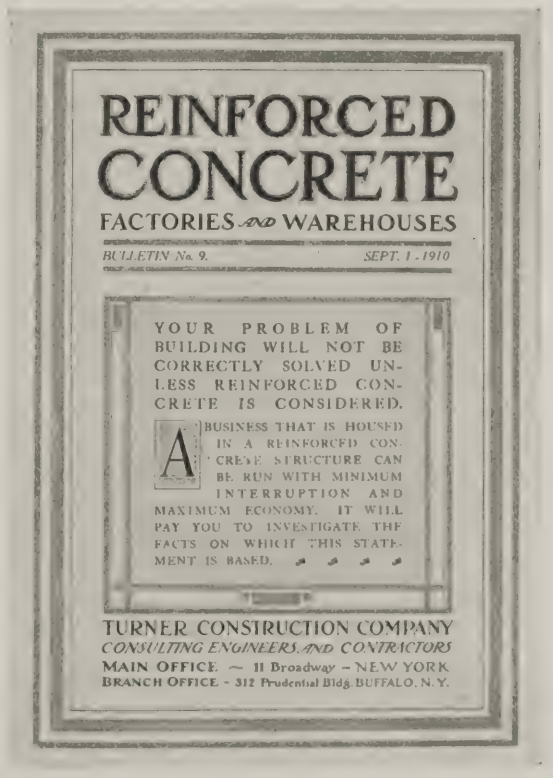
The Golding Manufacturing Company of Franklin, Mass., has been getting out some excellent letters to the printers throughout the country. One of them starts out with a sentence which is especially forcible, and which every printer should keep stored away in his memory. It is this: "Have the courage to establish a scrap heap. It's not so much what the thing costs, but what it will save." The men who are afraid to throw away old type or other material or machinery have been referred to before in these pages, but I am not so egotistical as to suppose that what I have said has occasioned all of them to change their ways. I know there are still a large number of them following in the same old beaten path, so that another rap at them right here will not come in amiss. Some of them think that because type foundries or machine manufacturers will not exchange pound for pound or dollar for dollar they are getting the worst of the deal and they will, therefore, refuse to do anything in the matter at all. So they continue to use type of a former generation and machinery which loses money for them every time they operate it. There are so many bright mechanics devoting their attention to the designing of new machinery and the improvement of machines already on the market that anything which is more than ten or a dozen years old can be pretty safely set down as passé. The styles in type also are changing almost as rapidly as the styles in women's hats. No printer allows his wife to wear a hat of the style which prevailed ten or twelve years ago, if he can afford to buy her a new one; yet he will send out to his customers printing which is equally as antiquated and expect them to be satisfied with it and pay the top notch price for it.

I also have from the Golding Manufacturing Company a number of copies of recent booklets and other printed matter and am making a selection of two pages from these for reproduction. Both of these



show styles a little out of the ordinary and I believe they will be appreciated by a large number of our readers.

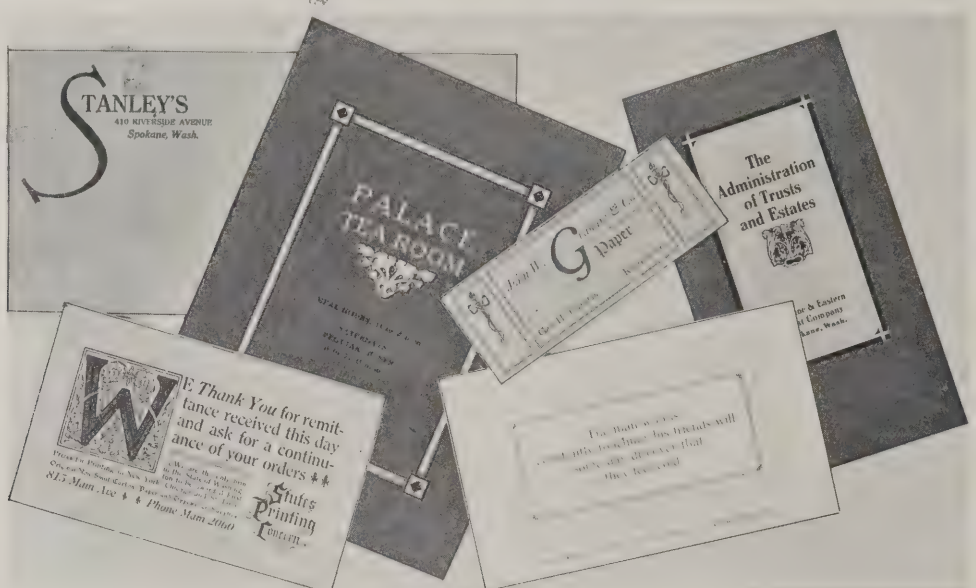
I am also showing a page of a catalogue printed by Gibbs & Van Vleck, 26 City Hall Place, New York. It is of particular interest because of the manner in


REINFORCED CONCRETE
FACTORIES AND WAREHOUSES
BULLETIN No. 9. SEPT. 1-1910
YOUR PROBLEM OF BUILDING WILL NOT BE CORRECTLY SOLVED UNLESS REINFORCED CONCRETE IS CONSIDERED.
A BUSINESS THAT IS HOUSED IN A REINFORCED CONCRETE STRUCTURE CAN BE RUN WITH MINIMUM INTERRUPTION AND MAXIMUM ECONOMY. IT WILL PAY YOU TO INVESTIGATE THE FACTS ON WHICH THIS STATEMENT IS BASED.
TURNER CONSTRUCTION COMPANY
CONSULTING ENGINEERS AND CONTRACTORS
MAIN OFFICE — 11 Broadway — NEW YORK
BRANCH OFFICE - 312 Prudential Bldg. BUFFALO, N.Y.

which the type has been combined with plates, this combination being made in such a manner as to make a harmonious whole.

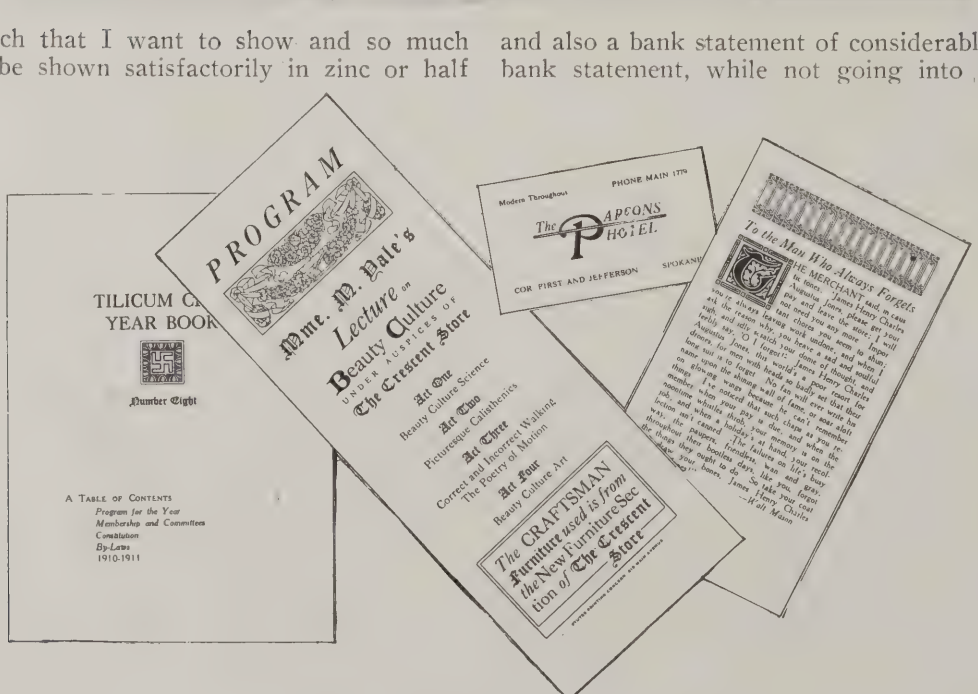
L. B. Vokes, foreman of the *Berrien County Journal,* Eau Claire, Mich., sends some well printed specimens, prominent among them being cards for his own shop. There are two of these, both printed from the same forms, but one of them having a band at the top and the word "Printing" in orange, and the other having them in blue. Both of these are very satisfactory and I cannot see that there is any difference between them. I am showing also a letter head for C. McGowan, which requires special comment because of the boxes placed each side of the name. This I do not like and I believe it will receive general disapproval from most printers. The line would be fairly satisfactory without it. If too short, it might be better spaced, bringing it out almost to the lengh of the line "General Merchandise."

I am always put to my wits' end by the receipt of a bunch of printing from Stutes of Spokane There

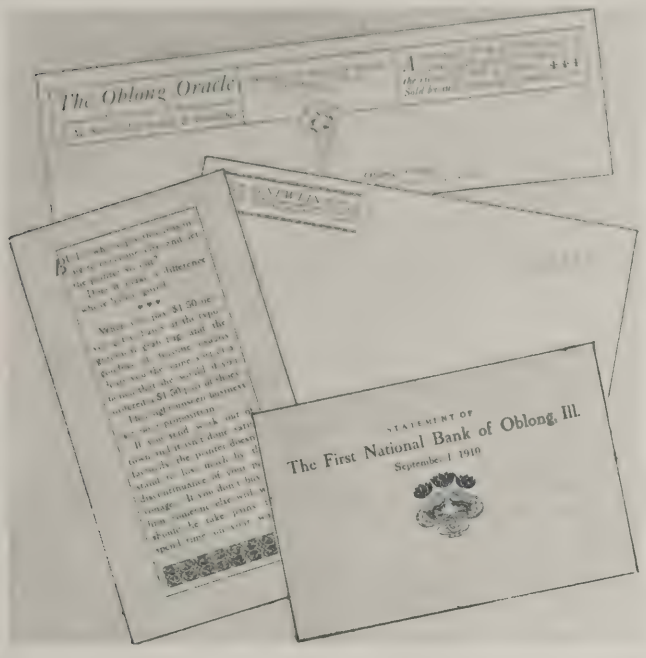

STANLEY'S
410 RIVERSIDE AVENUE
Spokane, Wash.
PALACE TEA ROOM
The Administration of Trusts and Estates
Paper
We Thank You for remittance received this day and ask for a continuance of your orders
Stutes Printing Company

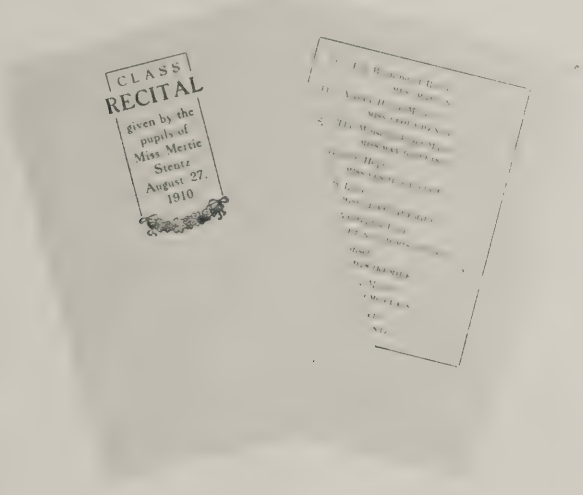
is ever so much that I want to show and so much which cannot be shown satisfactorily in zinc or half tone that I scarcely know how to do the subject justice. The last bunch is no exception to the rule, and I am doing the best I can within the limitations which surround me. I am printing two groups, one of them in zinc and the other in half tone. The specimens composing the former are for the most part in plain black and white, while the latter are in a variety of colors, which it is scarcely worth while to describe, for they must be seen to be fully appreciated. I want to call special attention to the title page of the Tilicum Club Year Book as being a piece of work of particular merit. The little synopsis of the contents down in the corner is an innovation, which may not be considered in good form by some, but which to me appears to be entirely satisfactory and in conformity with the best taste.

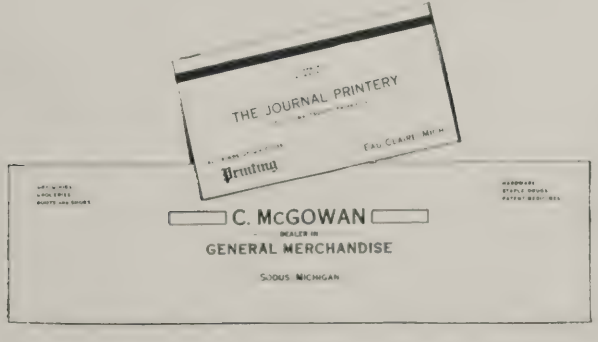
Clyde L. Smith, Oblong, Ill., who has been heard from before in this department, comes in again with another bunch of very satisfactory specimens. Most of them are stationery, although there are one or two booklets in the lot and a very satisfactory program and also a bank statement of considerable merit. This bank statement, while not going into ornamentation so far as to go beyond the dignity of a financial institution, is just sufficiently attractive to save itself from immediate precipitation into the waste basket.



The programme I refer to is in four pages. I am showing the cover and one of the inside pages An envelope of particular merit is also shown. I have



also reproduced a page from a little booklet and desire to comment on the manner of working the initial. I am not sure but that I prefer to have the rule broken

to allow for the initial, rather than having the initial printed over the rule in this way. The other method would show at a glance that it was intended to have



the initial extend outside the rule, while the present method gives one on first looking at it the idea that the colors are out of register.

E. H. Lorentz, Buckhannon, W. Va., sends several different settings of letter heads for his own company. So far as I am concerned, I very much prefer

the one set in Cheltenham, with the divided initial. This to my mind is the most consistent throughout, the only fault I can find with it being the space between the initial and the rest of the word. This line could very well have been spaced out to the end of the rule.

Contracts for advertising in Sunday newspapers are invalid, according to a decision rendered by the Wisconsin supreme court. The case was that of the Milwaukee *Sentinel* vs. the Meiselbach Motor Vehicle Company, and was an action to recover on a Sunday advertising contract. The court held that a contract for advertising in a Sunday newspaper is void because it is not a work of charity or necessity, and is contrary to the statutes. It is a matter of common knowledge, says the decision, that Sunday newspapers are published throughout the country and that they contain in their columns valuable advertising matter, and it seems like a harsh rule to hold that such publications made on Sunday cannot be recovered for, although perhaps much of the work in preparing the matter for publication is done on secular days. However, in the case before us, we are not dealing with the situation of agreement made on a secular day for work to be done generally, nor a case of agreement made on Sunday for work afterwards done on secular days and supported by subsequent promises. In case at bar, the respondent placed itself squarely upon the right to recover for what the services the newspaper performed on Sunday, were reasonably worth. Section 4595 of the statutes prohibits labor, business or work except only work of necessity or charity on Sunday, and no attempt was made by the respondent to bring itself within the exception if it were possible for it to do so. The court has held to a strict rule against the enforcement of Sunday contracts. In the face of the statute and repeated decisions of this court, we can see no escape from the conclusion that the plaintiff cannot recover for the Sunday items. If the rules of the statutes are wrong, it is for the legislature, not the courts, to afford relief."

Indiana Harbor, Ind., is raising a fund for municipal advertising and will hold a "pencil day" soon. In order that interest in the approaching "pencil day" may receive the needed impetus, the Commercial Club has offered a reception and entertainment to the women bringing in the largest returns from the sale of pencils bearing the newly adopted slogan of Indiana Harbor and East Chicago: "Some City, Believe Me." The slogan is taking well and is on every lip today.

MEETING OF EXECUTIVE COMMITTEE OF THE NATIONAL EDITORIAL ASSOCIATION.

Chicago, January 31st, 1911.

Just as the last form of this slightly-delayed issue of the National Printer Journalist is going to press, notice comes of the meeting of the Executive Committee of the N. E. A. at Chicago, Tuesday, January 31st. There should be a large attendance. We assure all the members that proper courtesies will be extended in Chicago so that all the time not required for business will be filled with enjoyable entertanments and social pleasures. It will be an important business meeting, but a little of recreation and enjoyment of hospitalities will help. The enterprising members of allied interests have never failed in hospitality and the meeting with them will help to solve matters of mutual interest and to perfect plans for the greater usefulness of the Association.

B. B. HERBERT, Editor National Printer-Journalist.

TO THE EMPLOYING PRINTERS OF THE PACIFIC COAST.

During the progress of all the past century there has nothing come to the employing printers of the North American ocntinent of such incalculable and intrinsic value as the education inaugurated by the first meeting of the Printers' International Cost Congress in Chicago in October, 1909, and the second meeting at St. Louis in October this year.

There have been many things the matter with the average employing printer, but, fundamentally, there has been but one thing wrong, and that is and was his lack of knowledge of his costs of production. He has been giving away his profits and in many instances his capital, because he didn't know any better, and often for the reason that there was no good way to ascertain costs

Unfortunately for the printers of the Pacific Coast we have been so far away from these two meetings of the Cost Congress that but few of us have been able to take the time and incur the expense of attending these meetings in the East; but these meetings and the attending results have been of such incalculable value to the printers of the East, Middlewest and the few from the Coast who have attended, that it has put the majority of the Coast printers far in the rear of their competing brethren of the East.

So, therefore, at a recent meeting of a few employing printers of several Northwest cities, it was unanimously agreed that we were losing money every day by not having the knowledge to be gained by a co-operation and affiliation of the printers of the Coast looking towards an education as to the cost of production.

Therefore, again, and to the end desired, YOU, as one printer, who wants to make money, and more money to provide as other business men do for the competency for your old age, are particularly and cordially invited to attend the first Pacific Coast Printers Congress at Portland, February 22, 23, 24, 1911.

The best speakers to be had from the East will be present and offer their arguments and plans which have won all the leading printers of the East to adopt cost finding systems.

F. I. Ellick of Omaha, the father of the modern movement; A. H. Morgan, of Chicago, the president of the "American Cost Congress;" Franklin W. Heath, of Philadelphia, another of the pioneers of providing for the first meeting; R N. Nelson, president of the American Type Founders Co., and others have been invited to take part in the program. Besides, the brightest and most clever Coast printers will contribute their share of knowledge and experience for the good of all.

We want to urge most emphatically and in all truthfulness and sincerity that the three days you will spend at this meeting will pay you greater dividends than any one month you may put in your business. You can well afford to postpone every other engagement, lock the doors of your shop and come to this meeting. A formal program will be mailed you later.

Yours for more knowledge and more money,

PORTLAND PRINTERS' BOARD OF TRADE.

OBJECTS.

The objects of this meeting are to encourage and foster a feeling of friendship between all the employing printers of the Pacific Slope; to effect a thorough organization with a view of improving the condition of the printing industry in every proper way; to co-operate with one another in eliminating the evils of ignorant and ruinous competition; to protect one another against undesirable and delinquent customers; and to especially study the systems of cost finding, with a view of adopting a uniform cost finding system for all the printers of the Pacific Slope, and finally to co-operate with the American Cost Congress in making a universal cost system and one International Organization.

PORTLAND PRINTERS' BOARD OF TRADE.

History Second-Class Mail Matter Legislation

BY FRANK L. STOCKING, AT THE BANQUET TO JOHN MILTON MURPHY, OLYMPIA, WASH.

Frank L. Stocking, Assistant Postmaster of Tacoma, spoke on "Editors and Second-Class Matter." He said:

The publisher had no special privilege in postage rates not granted the general public previous to the Act of June 23, 1874, which gave the pound rate of postage of 2 cents to actual subscribers and news agents only, and provided for the use of newspaper and periodical stamps, which were attached to the stub of each receipt given for each mailing.

Previous to the passing of this Act the rate of postage was 1 cent for each two ounces, but prepayment not being necessary the subscriber paid the postage at postoffice of delivery.

The Act of 1874, established the pound rate, but the distinction between advertising sheets and other newspapers was not made until 1879. All other rules of the department in regard to advertising sheets have been made in accordance with the Act of 1879.

Letter postage at this time was 3 cents per half ounce or fraction thereof. October 1, 1883, the rate was reduced to 2 cents. July 1, 1885, the weight was inreased to one ounce for 2 cents, and the same act reduced postage on second-class matter to 1 cent per pound.

Under the Act of June 23, 1874, there was no definition—the publisher only said the publication was issued periodically. But the Act of March 3, 1879, stated conditions on which a publication should be admitted as second-class. This Act enlarged the privileges of publishers so as to include sample copies. Prior to Act of 1874 mention was made of exchanges; they went free of postage. It is still assumed that they go at the pound rate. The work of classifying the periodicals has been done at the department since September 15, 1887. Before that only difficult questions were referred to the department. Any postmaster had authority to admit a publication by exercising his judgment, or if the character of the publication were questioned, the case was carried to the Department. Until September 15, 1887, there was no general oversight by the Department of these publications.

Many of these were entered by permit of the postmaster; and it is impossible now to determine whether they were really entitled to admission.

BIG VARIETY OF RULINGS.

There was an almost endless variety of rulings, for there were almost as many judges as there were postmasters.

Now whenever a new publication is presented for mailing, it is the duty of the postmaster to require the publisher to make sworn answer to a series of questions given in the regulations. to furnish the postmaster with two copies of the paper, and the latter exercises his judgment whether he will issue a conditional permit allowing the publication to go, on a deposit of third-class postage, subject to the refunding of the excess over second-class postage—if the department decides that it may go as second class; or he will refuse to issue a conditional permit and forward the publication to the department with a statement of the facts.

A good many publishers think the department very inquisitorial. But there is a law for all, and all this is necessary as well as lawful, because of the great increase in volume of new publications, and because so many schemes for advertising purposes are sprung on an unsuspecting Postoffice Department every day.

EDITORIAL NOTES AND POINTS

IT seems strange that, after the experience of fifty years with wild-cat mining companies, it has been possible for the manipulators of a number of "get-rich-quick" fraudulent concerns, by the use of a half-dozen different high-flown names, to unload one hundred million dollars of worthless stock on the American people within five years. Yet this fact is attested by the authorities of the Postal Department, who are to be commended for running down the swindlers, though it would seem strange that their operations should have gone without detection for five years. However, people, who want to get money in large quantities without rendering value, are slow to make complaint. Their pride often makes them pocket their losses and chagrin and keep silent. It would be wise to have a system of mining company inspection as well as inspection of banks. No one should be permitted to sell stocks in any kind of a corporation throughout the Nation without such an examination as would show that the concern is not a swindle. Newspapers that advertise such frauds should be held financially liable as should all others who lend their service to promote frauds upon the people whose hardships often make them incautious and reckless in efforts to secure a competency.

* * *

It is singular how an erroneous idea sticks when once promulgated and endorsed. There was never a greater folly in plans for adjusting rights and rates in the postal service, than that of separating the periodical press from other lines of publications and charging a different and higher price, or pound rate, for the advertising pages than for the reading matter pages. The injustice and foolishness of this plan has been fully shown at hearings before postal Commissions and Committees and by open discussion in the press. It ought to be self evident that the advertising pages are not less educative or informing than are the reading matter pages. They are paid for because they bring business to the advertisers, but, at the same time, the money earned by advertising goes to help pay for the production of publications, and the making the same worthy, useful and acceptable and bringing it within the purchasing ability of the subscribers. Advertisers help pay for the proper quality and circulation and can well afford to do so, because the greater the circulation and the more informing, useful, entertaining and acceptable the publication is to the subscribers, by that much it is the more valuable to advertisers. Advertising is the source of the excellence and the educative possibilitiies of the American press, no less so of the newspapers than of the magazines. Advertising, too, as has been shown over and over again, is the greatest promoter of the very profitable part of the postal business, that of the first class matter or letters. Wipe out the newspaper and periodical advertising and there will, at once, be a very large shrinkage in the postal revenues from a source that is profitable—from a branch of the business that the advertising in perodicals of all kinds promote with no cost to the Government, except that of the carrying of second class matter at a lower rate. No acceptable newspaper or periodical, under existing demands and competition, could maintain a standard necessary to meet the demands of the public, on the subscription price alone, and the Government gets a greater return than the cost of the carrying of the added weight without increasing the number of deliveries to be made. The Postmaster General, ratified by the President, claims that, by charging a higher pound rate for the advertising pages of periodicals, not only would the Postal Department be self-supporting, but a rate of one cent letter postage could be reached. Who is demanding or who would be benefited by that one cent letter rate? Business men recognize the benefit of having a higher rate for business letters than for circulars. It distinguishes the letter from the circular, impresses the greater importance of the communication and commands attention. Business men, who carry on the greater bulk of correspondence and to whom the cost of postage is any matter of concern, are the same men who pay for advertising, that promotes letter correspondence, and if a greater cost is to be placed on their advertising, by higher postal rates on advertising pages, they will be compelled to pay publishers higher rates therefor, so that what is gained in one place will be necessarily expended in another, or else the advertising medium would become a less valuable,

less productive promoter of business, and a greater expenditure would be required in printing and sending out circulars and putting more salesmen on the road. Newspaper and periodical advertising is today the most economical salesmanship. To us, the idea of dividing a newspaper, magazine or other periodical, into two parts and charging one rate for the advertising section and another rate for the reading matter section, seems not only impractical but ridiculous. It would require an army of experts and detectives to do the weighing and see to it that no discrimination was made. The plan would be a constant source of increased expense and annoyance in the offices of publication as well as in the postoffices throughout the whole land, wherever a periodical is issued. The present system has been established by long custom and, under the present practice or usage, publications have been built up and property rights acquired, and a change now would injure property or endanger property rights acquired under laws and usages that the memory of present day publishers runs not to the contrary. If the postoffice department today were run on the same principles of economy with intelligent efficiency and expert directing or "engineering" ability necessary to success in large private business establishments, the postoffice department today would show a profit of a million of dollars instead of a deficit. Why should not the postal department be so conducted? Is not the Government or the people who constitute the Government worthy of the highest, most efficient and most intelligent service?

* * *

In all employments of life, the duty of service to the employer is the basis of the employment. Why is it that high public office is to be sought and to be held for the glory of the official rather than for efficient service of the employers—the people? As we have had occasion to remark before this, we presume that this is a heritage from the old monarchial ideas when the king and the nobles were the government and the people were only servants or subjects. A better day is coming, however—or else a revolution.

* * *

A hearty Christmas welcome is given to a flood of special and holiday issues of newspapers that have reached our desk in the past few weeks. All these publications, devoted to the interests of the cities and regions represented, and to good cheer and cordial good will, show increased excellence and tell of the broad, intelligent, sympathetic, helpful spirit of the American press. At this late date it is necessary to eliminate and to write of only a few as the representative of the best points of the others. All matter or papers intended for review should be in this office on or before the fifteenth of the month preceding the date month of this paper.

* * *

The Amsterdam, N. Y., *Evening Recorder* issued, in large magazine form, as the second part of its paper of November 22nd, a most interesting and creditable, illustrated "Centennial Number" in honor of the hundredth anniversary of the City of Amsterdam. There are a score and a half of contributed articles by men and women, and not only the founding, growth and history of the city, but all its institutions, educational, industrial, commercial, financial, municipal, fraternal, political, professional, social, benevolent and religious, and all its varied interests are thoroughly covered and illustrated. Among its contributors we find many names that are familiar, by reason of men and families honorably bearing the same, who are active and prominent, throughout all parts of the country, east, west and south, such as Sanford, Kyle, Reid, Fairbanks, Morrow, Dean, French, Crane, Simmons, McCleary, Aken, Maxwell, Moore, Bell and Kennedy. We do not know that the men, whom we have met in activities throughout the different states, all came by way of Amsterdam, but they wore and honored these same names. The portraits given show men of character, purpose and intellectual strength, and what is shown in the illustration of houses, churches, business buildings and factories and the accounts of all the various establishments in all the different lines of useful activities, prove that the accomplishments have been worthy of the men. Such a record, publication in so attractive and permanent a form and convenient for preservation, is not only a matter of pride and gratification to the people and an enduring advertisement of the city, replete with encouragement and information to its citizens, but is of great and increasing historic worth and will be of increasing interest. The history and growth of an American city is almost, in itself, a liberal education, the fields covered are so broad and numerous, and the accounts so usefully informing, as well as inspiring to like efforts and accomplishments by the citizens at home and in all other cities throughout the Nation.

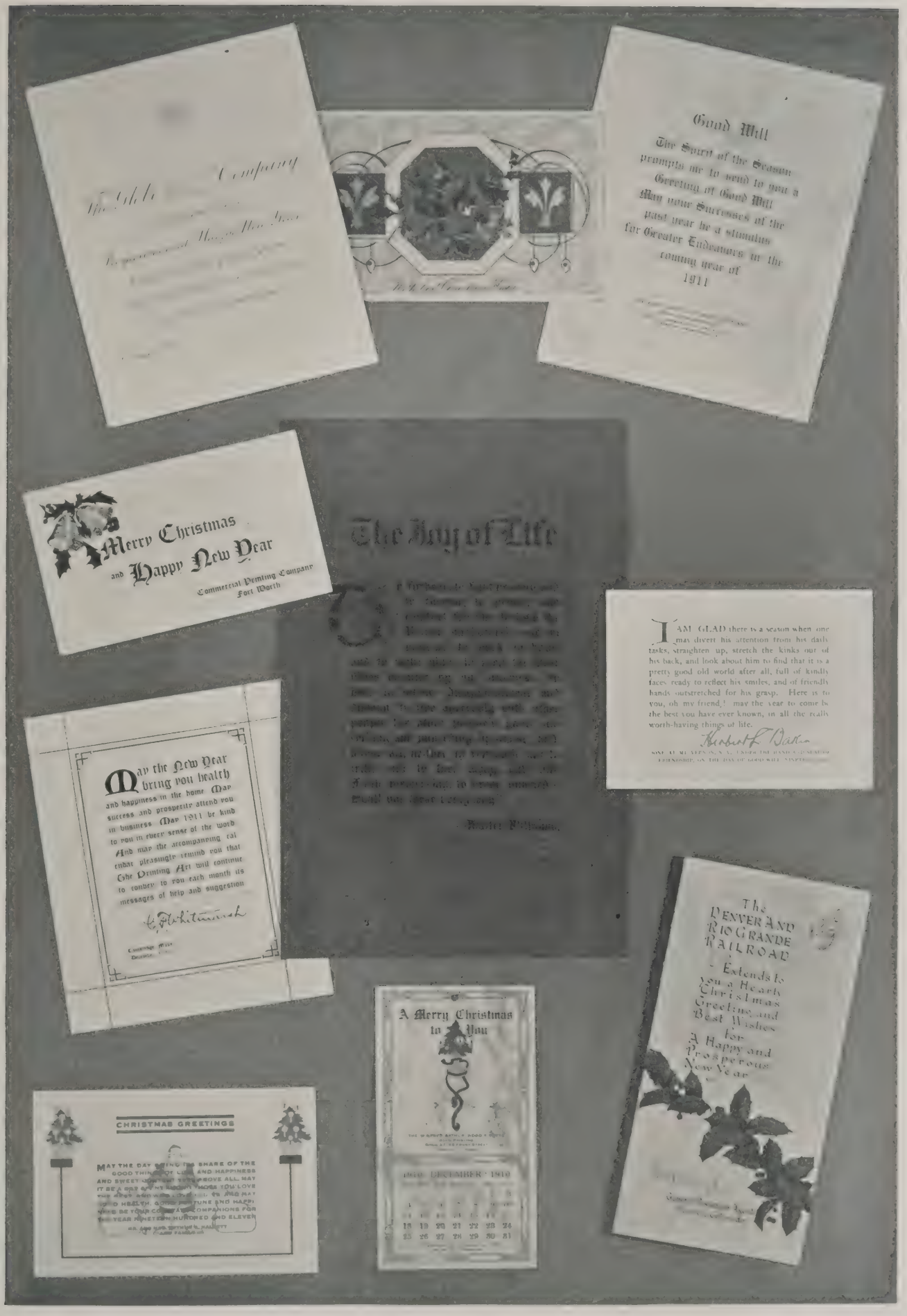
* * *

The Governor of Alabama has shown his wisdom in appointing a newspaper man as immigration agent and has selected R. H. Walker, the Recording Secretary of the National Editorial Association, for the position, with a salary of $2,400 a year. None other than a newspaper maker would do as much good work for the salary. An immigration agent should be broadly informed as to the conditions and resources of his State and be in touch with the people and all their interests; all this is necessary to an editor. Mr. Walker is editor of the *Democrat* at Athens, Alabama, and we congratulate him on this recognition of his worthiness and fitness.

* * *

Messrs. Clyde Oswald, and F. O. Sullivan have worked together for the past four years in building up of the *American Printer*, Mr. Oswald in the editorial and Mr. Sullivan in the advertising depart-

Continued on page 44


Good Will
The Spirit of the Season prompts me to send to you a Greeting of Good Will
May none Successes of the past year be a stimulus for Greater Endeavors in the coming year of
1911
Merry Christmas
and Happy New Year
Commercial Printing Company
Fort Worth
The Joy of Life
I AM GLAD there is a season when one may divert his attention from his daily tasks, straighten up, stretch the kinks out of his back, and look about him to find that it is a pretty good old world after all, full of kindly faces ready to reflect his smiles, and of friendly hands outstretched for his grasp. Here is to you, oh my friend,! may the year to come be the best you have ever known, in all the really worth-having things of life.
May the New Year bring you health
and happiness in the home May success and prosperity attend you in business May 1911 be kind to you in every sense of the word And may the accompanying cal endar pleasingly remind you that The Printing Art will continue to convey to you each month its messages of help and suggestion
A Merry Christmas to You
The Denver and Rio Grande Railroad
Extends to you a Hearty Christmas Greeting and Best Wishes for A Happy and Prosperous New Year
CHRISTMAS GREETINGS

A Few Specimens of Many Highly Prized Holiday Greetings—With Many Thanks to All and Wishing Each and Every One of Our Subscribers, Readers and Advertisers Health and Happiness, with Joyous, Useful, Profitable Employment, True Friends, Kind Words and Worthy Deeds, for Each Day of 1911. *National Printer-Journalist.* By B. B. Herbert, Editor.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

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CHICAGO, JANUARY, 1911

The new year is upon us and while this issue of the NATIONAL PRINTER-JOURNALIST is a little bit late, partly because of the holiday rush of work and delays caused by the observance of the holidays and partly from a feeling of complaisance in the conditions, from a feeling that a publication will receive more attention issued after the many diverting pleasures and engagements and rush of work of the Christmas and New Years season, than otherwise, we feel that it is not too late to wish all our readers happiness and prosperity for 1911 and for the years to come. The promise is certainly for a year of abundant work which should be made profitable. Especially are prospects bright in all parts of the great West from the mighty and rich valley of the Mississippi to the Pacific Coast. Never were conditions better. The burdens of debt were lifted, from all this great region, several years ago, and now, with abundant crops, bringing highly remunerative prices; successful, well-established and well-managed industries throughout all this wide domain; productive mines, fisheries, forests and dairies and broad, well-cultivated fields, with intelligent conservation, increased efficiency and all the more modern and wonderfully perfected machinery and equipments in very line, all aided by increasing home, as well as foreign demands, with abundance of capital for the prosecution of all lines of manufactures, and of business, and highly improved commercial and transportation facilities—it is difficult to conceive anything else than an era of increased and unequalled prosperity. If publishers and printers do not share therein the fault will be very largely their own.

* * *

There has been very much advance in improved conditions and methods during the last twelve months. The Second Cost Congress at St. Louis added a most helpful impulse to all that had been accomplished during the previous year, and word comes from the Pacific Coast as well as from the East and Central West and South, of intelligent, concerted action, among employing printers and newspaper-makers, for the adoption of the methods that will put all offices on a solid financial basis, with such intelligent an understanding of resources and expenditures, of costs and profits as characterizes the best managed large manufacturing establishments or great banks or other financial institutions.

* * *

It is a good time now to take account of stock, of methods and equipment, to look after the new needs, to reach out and remedy the leaks, to install new machinery. There is always a little respite from the rush of business at this time of the year and this leisure can be made more profitable, if properly improved, than are the most crowded days or weeks of the whole year.

The *Printing Machinery Record* of London, England, had some most instructive and important suggestions for this period of the year in its issue for December to the effect that it is a good time to clear away the dust and cobwebs accumulated around systems and methods which have proved ineffective, and to examine them with a view to determining whether they have failed because of the development of latent weaknesses in their general policy or construction, or because of laxity in their application. If the former proves to be the case, then the system, or whatever it may be, should be either so re-cast as to place it upon a more solid foundation, or altogether abandoned if it is found undesirable to resuscitate it. When a system has failed only because it has not been taken seriously by those whose duty it is to govern their actions by its operation, it should, failing some good reason to the contrary, be again placed upon the program for the ensuing year, backed by the necessary authority to ensure its adoption.

"A well-thought-out program of system and method calculated to ensure the smoother working of all departments, to avoid undue overlapping, and to effect economies in all other directions, should be carefully compiled. This will not in any way affect necessary modifications being made later to a program so set out; on the contrary, it should, in its early stages, be looked upon as a working basis only and subject to revision. When this is understood at the outset, a program is more likely to receive a fair trial than would otherwise be the case."

* * *

There are other remarks as to the installation of new systems that are equally valuable from which we quote: "A new scheme attains its object in a far better manner if those responsible for its working are permitted to use their intelligence as regards its interpretation." The managers, superintendents and fore-

men should be consulted and their interest aroused to a full understanding of and sympathy with the new system. We were glad to notice that some of the owners of printing offices wisely brought the heads of mechanical departments of their respective offices to the Cost Congress conventions, paid their expenses and consulted with them as to the plans put forth, the papers and discussions. Many excellent systems and methods have failed because the men who were expected to carry them out did not understand, or were not in sympathy with, them. The most difficult thing in a printing office is to make a change from long-established usages. There is always prejudice to overcome, a feeling too that the old way is the only right way, and a repugnance to undertake the learning and the putting in practice new methods. The undertaking is almost impossible during any period when there is a rush of work on, so it is wise to use a somewhat less busy period between, say, January 15th and February 15th. The work of the old year has been closed, and the books have been balanced and it is the best time in the life of the business to "turn over a new leaf," to introduce new methods and improvements.

* * *

We reviewed, at some length and with gratified approval, the benevolent philosophy of Editor Collins of the *Northwestern Agriculturist,* contained in his Thanksgiving issue. We wish to extend congratulations for the splendid Christmas number and the uplifting, helpful thoughts on Christmas and the Christmas spirit and gladly quote the following:

There never was a Christmas which equalled this one of 1910 in the number who believe in and love the Christ it celebrates.

There never was a Christmas which witnessed as strong organizations throughout the world, formed to relieve the poor and bring joy to the oppressed.

These are organizations founded directly on that which makes Christmas—love.

There never was so Christmas-y a Christmas as this one.

If you are out of tune with it, reader, you need to be retuned, for it is you and not the day that are discordant and at fault.

The Christmas issues that have reached our desk, furnish absolute proof that the Christmas spirit pervades the American press which is also very convincing evidence that it pervades the American people.

* * *

The newspaper or magazine publisher who keeps in touch with his readers and those readers in sympathy and touch with each other is wise in his day and generation. The world is bound together by human interest and the home paper depends not only on this but on acquaintance and friendship—the human, personal touch. The Christmas season is the time when all this comes out stronger. Joe Mitchell Chapple of the *National Magazine,* Boston, commenced life as the editor and publisher of a home or local paper, first in Dakota, and then in Ashland, Wisconsin, and he finds these ideas and facts that he learned in his newspaper no less useful in his magazine. We have just received a copy of the *National Magazine* for January and find the first eight pages devoted to "Holiday Greetings from Our Friends." Mr. Chapple in keeping up for years his department of "Affairs in Washington" has made many friends among public men, whose acquaintances he has formed during his monthly visits to the National Capital and of whom he has written in that free, kindly, friendly manner, common to editors of home papers in speaking of their local fellow-citizens, friends, neighbors and acquaintances, and he has come to a neighborly understanding among them, so that when he asked these to send Christmas Greetings to his readers, many of them complied, and what we were pleased to notice were the pleasing indications of the recognitions of the very feature of the *National Magazine* which we have just mentioned and the spirit of optimism that always pervades the publication with comfortable neighborliness and the "happy habit," which we have ever commended and endeavored to enforce in the NATIONAL PRINTER-JOURNALIST.

Walter Wellman, who has been for so many years a resident of Washington as a newspaper correspondent, with the greatest briefness, gets at the real spirit when he writes: "What I like about the *National Magazine* is that it appeals to the heart of the people, warms the sentiment that is in all of us, and preaches the doctrine of optimism."

Alice French (Octave Thanet) writes: "Better than any magazine I know it expresses the aspirations, the faiths and ideals of the farmers and business men of the country outside of the great cities."

John Wanamaker, the great merchant and former Postmaster-General of the United States, referring to the *National's* three "H's"—"Heart Throbs," "Heart Songs" and "Happy Habit," writes: "Wishing you all success in your little family, all of them well named, without dropping an 'H.' Your enthusiasm and devotion to your publishing work starts you with a new and bright day three hundred and sixty-five times in a year."

It should be Christmas all the year around with the newspaper man, at least in the spirit of goodwill, cheerfulness, friendliness, sympathy and broad, kindly, intelligent helpfulness.

The Advertising Club of the University of Wisconsin was organized December 6, by a number of students in journalism, commerce and agriculture, who are interested in studying the method of effective publicity. Among the speakers were Prof. S. W. Gilman, of the course of commerce, D. D. Starch, of the course in the psychology of advertising, H. C. Marquis, instructor in agricultural journalism and advertising, Dr. Willard G. Bleyer, chairman of the course in journalism, and Prof. R. Starr Butler, of the department of business administration.

Editor Webber of the Antioch, Ill., *Advertiser,* has purchased the Gray's Lake, Ill., *Times,* and will consolidate it with his Antioch paper, the plan being to move to Gray's Lake in the spring.

Continued from page 40

ment. Now, with good will and friendliness between the two, Mr. Sullivan has retired from the Oswald Publishing Company, of which he has been vice-president for the past year, to take a position with the William B. Curtis Company, 50 Church Street, New York City, publishers of the two publications, The *Publishers' Guide,* and *Paper.* Mr. Sullivan is widely known as a man of ability, with a genius for effective, hard and unremitting work. It is pretty safe to predict his success in whatever field his energies may be employed. We join with his many other friends in well wishes for his future. He deserves all good things as an honorable, industrious, useful man, true in his friendships and loyal in his work. The *American Bulletin* gives the following brief outline of his life:

Frank O. Sullivan was born March 5, 1869, in Seaford, Delaware. He moved to Philadelphia in 1877, and graduated from the Philadelphia Manual Training School in 1888. In 1901 he became business manager of the *International Printer,* then circulating manager, and finally advertising manager. When the *International Printer* was consolidated with *The American Printer* in January, 1906, Mr. Sullivan became advertising manager, and in 1910, vice-president of the Oswald Publishing Company. In all these positions his success has been very noticeable.

* * *

The size of a city does not, by any means, determine the worthiness or success of a newspaper. The character, push, and royal, loyal-heartedness and spirit of the man back of the paper and the right kind of a newspaper make the possibilities of usefulness, even in a very small city, beyond computation, for, in such field, the editor gets nearer to his people and the influence exercised is deeper and more lasting. The greatest of our editors, like Greeley, our ministers, like Dr. Gunsaulus, and of our statesmen, senators, congressmen, and even presidents, have found their early inspiration from the columns of the home paper in the small city, and it is surprising how many successful men in high governmental positions, in business and in finance, started by working in the newspaper and printing offices of our smaller cities. These remarks were suggested by the examination of three recent copies of the Belleville, Kansas, *Telescope,* published in a town of 2,400 inhabitants. These contain a wealth of reading matter, illustration and advertising that would be seldom surpassed by newspapers published in cities of ten thousand inhabitants. The Christmas edition, on December 15th, was especially attractive with its colored front and back covers, showing Santa Claus' busy shop on the first, and pictures, in a border, of the children and youth of all races and nations, in their native, picturesque costumes, on back page. The *Telescope,* as is proper for a home paper, gives prominence and large space, on the first and following pages, to local news and interests. The pages are well arranged and well illustrated and the advertising composition is of excellent character. We were pleased to find an extended account of a meeting of the County Farmers' Institute, with portraits of seven different members who read papers or delivered addresses thereat, on the first page of this issue of December 22nd. Home papers can never do too much for the encouragement and promotion of good farming, or other productive industries.

* * *

Here is a great daily paper of forty pages and covers from Cleveland, Ohio, that is well printed and illustrated. The language is beyond our linguistic interpretation but the pictures show that Christmas is the same in all languages. It is the Chrstmas number of the *Nedelni American,* the second word being fully understandable and fully appreciated, with all that it means to the native sons and to those who have sought opportunities, homes and liberty in this land of freedom. It is an "American" Bohemian, nonpartisan daily paper, with Vydarvatel F. J. Svoboda, publisher, and in style and advertising is up to the standard of our best daily papers. There is an illustrated humorous section that shows that our Bohemian fellow citizens enjoy jollity as well as the rest of us Americans. Santa Claus, in all brightness of color, and crowned with holly, looks bright-eyed and natural, and of the watchman with his lantern and bell on the same page, we have read, but the ancient gentleman, in olden time costume, with a great blunderbuss, timidly guarding a great Christmas cake at midnight, with a frightened cat, a giant tankard and scattered fruit on the floor as accompaniments, is a new feature to us, possibly being the idealization of some Bohemian legend. The illustration of the angelic proclamation to the shepherds—"Fear not, for behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Savior which is Christ the Lord. And this shall be a sign unto you. Ye shall find a Babe wrapped in swaddling clothes lying in a manger. And suddenly there was with the angel a multitude of the heavenly host, praising God and saying, Glory to God in the highest, and on earth peace, good will towards men"—needs no translating, the pictured scene is the same in Bohemian as in English and in every other language of earth. The scenes of the bringing home of the Christmas tree and of the return of the young people and children bearing presents to "Grandma" and "Grandpa" are alike understandable. It is a glorious thing that pictures and art speak the same language to all the civilized nations of earth.

In our issue of August last, in connection with the account of the convention of the Wisconsin State Press Association, we had an article on the service that the foreign press is doing to the newcomers to America and for good citizenship, and this paper brings to mind the thoughts of that great service and

also the further thought that with our liberty in all things, we are yet a Christian nation. It would be fearful to contemplate the condition in this country, were there not a common bond of religious belief and traditions that acts to unite the best people of forty-seven different nationalities that are instructed by papers in thirty-six or more different languages in this country, in the ways to good citizenship. The basis of Christianity is service to our fellows, loyalty to right and to government, and the performance of every duty, all essentials to good citizenship in a free Republic.

* * *

From Cranbrook, British Columbia, come two Christmas issues of the Cranbrook *Herald,* bearing dates of December 15th and December 22nd. The East Kootenay District, where this paper is published, seems a good ways off on the Northwestern frontier, even here in Chicago, yet there is a district population of 22,000 and town population of 2,500 or more, for it is difficult to keep pace either by estimates or count, with the growth of that region, on the line of the new Canadian Pacific Railway, where the richness of the country and the enterprise of Canadians and Americans combine to make all past records of accomplishments seem insignificant. These issues of the *Herald* are clean, bright and attractive, showing excellent typography and good presswork and excellent material and equipment and good workmanship, though the first page is not kept entirely free from advertising, and the make-up is not entirely along the orderly lines that we have laid down, of keeping the advertising to the right of the page with the largest at the bottom and then building up with smaller ads to the top so as to secure symmetry, and give each advertiser equally advantageous position next to reading matter. But, then, liberties are allowed in special issues where there are greater number of large advertisements to be accommodated—many of them full half pages, though our own idea is that a half page advertisement is much more valuable occupying the right side half than the top of the page. Each issue contains sixteen pages in two sections of eight pages each, and there are seven columns to the page, twenty-one and a half inches in length. Our preference would have been five columns to the page, folding the paper the other way, sixteen pages to each section and affording better positions for advertisements, better display, and opportunities for more orderly arrangement, as we estimate the size of the paper would allow, as the margins are unnecessarily large. Newspaper halftones are used in the illustrations and splendid showing is made of the lumbering interests and the difficulties surrounding the same. "Lumber in the Interior" is treated at length in a very interesting article. The editor, in this way, shows a full understanding of the mission of the home newspaper, especially in a new country. The hotels, bank, business houses, schools, Board of Trade, churches, and other institutions receive full and proper treatment. The "New Public School Building," shown in halftone, would do credit to a city of ten thousand inhabitants in any of our States. Under the head of "Cranbrook's Christmas Cheer," a review is given of the city's progress during the past year, and the outlook for the future is discussed by representative citizens; brief and most interesting notices are made of different firms, commercial and industrial establishments and merchants announce their holiday offerings. A most pleasing story is told of the Public Christmas Entertainment, and the local news shows that the place, though new, is a center of enterprise, business and social activities. We were much pleased to read, on the first page of the issue of December 22nd, greetings from Mr. Thomas D. Caven, Member of the Legislative Assembly and Premier McBride of Victoria, to the readers of the *Herald.* Much, if not all that these gentlemen wrote would be found equally applicable to the people of the United States. Mr. Caven, among other things, wrote the following in his message to the people:

"At this joyous season of the year political differences can be put aside and we can all join unitedly in expressions of good will the one to the other, with the heartiest of good will I personally extend to every one of the *Herald's* readers my sincere wishes for their happiness this Christmas tide, and for a New Year that will surpass all that have gone before in prosperity."

Premier McBride wrote:

"Christmas is a season when good will, good cheer and kindliness abound; and in a time of prosperity and plenty, when people can look back with pleasure on the achievements of the year now drawing to its close, the spirit of cheerfulness and buoyant hope for the future give added zest to the general rejoicing.

"It is, therefore, with particular pleasure that I accept the invitation of *The Herald* to send through its columns a Christmas Greeting.

"We British Columbians are all imbued with the one desire to make our part of Canada great and progressive; and Christmas is a season when we can and should sink our differences and rejoice together as one big family, happy in our lot and proud of our province."

As we have turned the pages of this model paper of the far Northwest, we have been constantly surprised at, and pleased with, the superb advertising composition and display. There is a full two-page advertisement, 23½ x 33 inches in size, that it would be difficult to surpass anywhere.

* * *

Antigo, Wisconsin, is a city of some seven thousand inhabitants, but the *Daily Journal* of December 16th came to our desk with four sections of eight pages each containing a wealth of Christmas illustration, literature of the highest kind in poetry and prose, and a showing, in well-written articles, of local industries and interests that would have been a miracle in other ages and countries than in this age and country of wonderful development and newspaper enterprise.

* * *

All art, sentiment, poetry and story that have glorified the Christ Child and the life, words and works of

the Great Teacher, are drawn upon to make these glad Christmas issues glorious and to carry the messages of love, hope, sacrifice and goodness to every home. These unite to dignify and make more instructive all the accomplishments of the people during the year in every line of worthy efforts.

* * *

The Charlotte, Michigan, *Tribune,* by Ward & Niess, is one of the progressive home newspapers of that State of model institutions and schools, after which many other States have copied, that comes out with a worthy Christmas number that is a fulfillment of the high standard of the regular issues.

* * *

The *News* of Kenset, Iowa, is one of the composite papers that serves four different communities having the sub-heads of Manly *Chronicle,* Grafton *Journal,* and Jones *Review.* Its issue of December 15th contained twenty-eight pages, six columns to the page. There was a wealth of Christmas Cheer and holiday advertising besides the notices of the local events of the four different communities.

* * *

The Dwight, Illinois, *Star and Herald* used a fine quality of hard, smooth-finished book paper, in its issue of December 10th, helping, thereby, to the better bringing out of the artistic features and illustrations. The use of good, well-finished, clear paper stock and a high grade of printing ink helps very materially in giving an attractive, inviting appearance to a newspaper and the added expense to a home paper is not so large an item as to render the added expenditure unwise.

* * *

Emmetsburg is one of the most beautiful cities of Iowa, as is shown by a bird's-eye view given in halftone on the first page of the *Democrat* of December 14th. This issue is the "Twenty-fifth Anniversary Edition" and does full justice to the town. There are thirty-two pages, in four sections, splendidly gotten up, typographically and every other way. The halftone illustrations are first-class and the high-grade paper stock used, together with good ink and skilled work, secured most pleasing results. The illustrations of the high school building, of the churches and residences, show that Emmetsburg can rightly claim pre-eminence in the architectural beauty of buildings. The portraits of leading citizens show that the men are worthy of the beautiful city, active intellectually, and in all indications of high character. We are especially pleased with the faces of J. H. Knoblaugh, President of the Board of Education; T. J. Duffy, Mayor of the city; P. O. Robsell, a tireless local organizer; E. P. McEvoy, a most successful mutual insurance man; W. J. Brown, Cashier of the National Bank; Rev. John Kelley, Pastor of the Church of the Immaculate Conception for nineteen years; T. F. Rutledge, Clerk of the District Court; Rev. J. L. Carroll and W. I. Brannagan, editor of the *Democrat,* and there are many others who look like the natural builders of a model city. Of the Mayor it is said: "Has resided in this city twenty-seven years. Always seeks to promote our city's welfare." He is certainly the kind of a man for Mayor and we judge that he is happy in having many other fellow citizens like himself. Some of the titles of the articles, under which there is full, interesting treatment of the different subjects are, in themselves, suggestive and instructive, as follows: "Emmettsburg's Many Public Improvements;" "Our County Drainage—Its Magnitude Surprising;" "Churches of our County;" "Our Creamery Industry;" "The Northwestern Tile and Products Company;" "Our Library;" "Schools and Progress since 1885;" "The Local Military Company K., 56th Regiment I. N. G.," with group portrait: "Our Financial Progress." This issue covers all the villages and the leading interests of the whole country and is model in every way.

* * *

A SPECIAL ANNIVERSARY ISSUE.

Among the many prominent and successful papers is the Muscatine, Iowa, *Daily Journal* that makes an especially instructive and interesting showing in a "Seventeenth Anniversary Edition." Seventy years is a long time for a newspaper to have been published in Iowa, and it goes back to the time when the now rich and prosperous state, that, not inaptly, has been called the "Massachusetts of the West," was a sparsely settled territory. The first page cartoon portrays the city of today, representing "Miss Muscatine," a healthy, wholesome, beautiful maiden as an idealization of the city. She sits enthroned, with a view of the business portion of the city, the great railroad bridge, the river with its steamboats and other craft, the railroad tracks and trains, and the factories in the background. She is surrounded by the principal sources of the city's wealth, corn, potatoes, melons, garden products, and great boxes of pearl buttons,—one of the city's principal manufactures—while an extended hand holds forth a scroll labelled "City Facts." The contents of the paper more than justify the expectations raised by the cartoon. The second page of the issue is very appropriately devoted to a brief review of the life of Hon. John Mahin, now a vigorous, active man, near seventy-seven years of age, residing at Evanston, Ill., and holding, completely and well, the office of U. S. Postal Inspector, a position he has held for several years, though he remained with his paper until 1903, having entered the office as an apprentice in 1847 and remained, in the different capacities, apprentice, printer, reporter, editor and proprietor, for fifty-six years.

The four pages of the first issue of the Bloomington *Herald,* bearing date "Bloomington, I. T., 1840," of which the *Journal* is the direct continuation and, also, the four pages of the first issue of the Muscatine *Journal* under the ownership of Jacob and John Mahin, bearing date July 17, 1852, are reproduced in fac simile. These reproductions are of especial interest as showing the changes and progress in newspapers and in newspaper making since 1840 and 1852. Home news was not as plentiful in the early days as now and discussions of national politics were

more strenuous and voluminous. It is interesting to notice, however, in view of the celebrity of Muscatine Island for producing melons, sweet potatoes and garden products, and of the great agricultural development and wealth of Iowa as well as the the first article on the first page of the Bloomington *Herald* was devoted to the discussion of the question of "What is Education?" and the second column to "Horticulture," while the first column of the first page of the Muscatine *Journal* in 1852 was given up to "Agriculture." The early editors sought the improvement of the people and the development of the leading industry. It is equally interesting to glance

Hon. John Mahin, Founder of the Muscatine, Iowa, Journal—Fifty-six Years in Printing and Newspaper Work

through this great anniversary issue of December 8, 1910, with its eighty great pages and notice the prominence given to the industrial and other interests of the city and state. The "Industrial Section" presents a novel feature in the description of "How Uncle Sam is Striving to Save a Great Industry through Science—Propagating the Clam at Fairport." (a place eight miles from Muscatine). Clam shells supply the material for the great button factories of Muscatine, sixteen in number, employing 5,000 persons with payrolls, in the aggregate, of $35,680 a week, or $1,976,000 a year. It is impossible here to go into an analysis of the contents of the paper, but, as of especial interest to newspaper makers, we give the following summary, from the complete index of the contents of the first and fourth sections. showing how prominent a place the paper itself holds in this story of seventy years, with all appropriateness and with equal interest, to any and all other subjects covered:

ANNIVERSARY SECTION.

Mr. Mahin's Anniversary; History of Muscatine Journal; The Bloomington Herald Office in '47; Muscatine Journal Succeeds Bloomington Herald; Beginning of John Mahin's Editorial Career; Journal Made Member of Lee Syndicate; How a Former Journal Employe Became Most Successful Newspaper Man in State; A Training School for Publishers; The Lee Syndicate's "New" Papers; The Journal of Today; The Journal's Circulation Department; Veterans in Service in Mechanical Department; Successful Career of Journal Publisher Cut Short by Death; Washington Man Former Owner of Journal; Commanding Figure in Advertising World Received First Training in Journal Office.

"Reminiscences and Greetings"—Editors From Far and Near Send Birthday Greetings; Carrier Boys "Is" Carrier Boys, By Ellis Parker Butler; Greetings From Editors (continued); Congratulations on Anniversary From Public Men; Harold J. Mahin Tells of Days When He Was a Journal Reporter; Muscatine Newspaperdom of Years Ago Recalled; Reminiscences of a Former Managing Editor; Dean of Local Bar Offers Birthday Toast; "Three Score and Ten Years," By Hon. John Mahin; Greetings From Co-Workers of Half a Century; Civil War Time Sketches; Muscatine the Home of Patriotism; The Eleventh Iowa Infantry; "Muscatine's Own" Regiment, the Thirty-fifth; War Record of the Seventh Iowa; The Sixteenth Iowa; "The Greybeards;" Muscatine Contributed Sons to the First Regiment Sent to War; Col. Walker One of Few Surviving Artillery Commanders; Eighteenth Iowa Saw Much Service; Pearl City Home of Hero of Two Wars.

Naturally and necessarily. the "Industrial," "Historical" and "General News" sections are covered with equal throughness. The greetings from editors are especially instructive. They not only reflect the spirit, the feelings and good will of the most successful newspaper makers in and out of Iowa, but they, incidentally, give the highest ideals as to the calling, its obligations and accomplishments, besides bringing out many interesting historical incidents as to the paper and as to other papers in the state. We have recently given, in speaking of another successful daily, extracts from similar greetings, to the great profit of our readers. and we can do no better than to give a very brief synopsis of the good things contained in some of the friendly communications to this anniversary issue.

George A. Perkins, of the Sioux City *Journal,* who has been connected with the press of Iowa for fifty years, gives interesting historical incidents of John Mahin, L. D. Ingersoll and others and closes with the following complimentary words:

You will observe, therefore, that in all my Iowa newspaper connection for fifty years I have all the time been within hailing distance, if not in the service, of the Muscatine *Journal.* I am sure your newspaper was never more prosperous and that its outlook for the future was never more promising. It is a pleasure to wish for you and for the Pearl City the best of good fortune.

C. L. Miller. manager of the *Gazette,* Cedar Rapids, Iowa:

An Iowa paper seventy years old. That is a record of which a publisher may well be proud. It means that the *Journal* came into existence six years before Iowa became a state. It means a record of continuous existence greater than that of the state and, I am happy to say, in the case of the *Journal,* it means a record of progress that has kept pace with the state's phenomenal progress.

J. W. Jarnigan, Cedar Rapids *Record*:

I have been a reader of the paper for thirty years and have always admired its courage and fidelity to the great trust committed to it—the promotion of everything that was best for its home city and fidelity to all that is best in American citizen ship. The *Journal* has been a potent factor in the develop-

ment of Muscatine and it was never so well equipped for active service as now.

A. R. Miller, editor Democrat, Washington, Iowa:

A newspaper is one thing that is like wine, in that it gets better with age, and it is not like a woman who denies her age. Newspapers are proud of their accumulated years, even going so far as to brag about it if they are a hundred or more years old.

I have read the *Journal* daily for many years and it is a real Iowa newspaper. I only wish we had more like it. When I say this, I am not unmindful of how mad it makes me during election times, for I vow I will stop it by the next mail when I read some ripping article about some democratic friend of mine, but by the time I get the letter written "ordering the editor to stop my paper," I get over my pet and am in a good humor again.

And anyway, the day of narrow partisanship is past forever, or at least I hope it is. A democrat wants a republican paper and I hope some republicans want democratic papers. If they do not, a democratic paper in Iowa is bound to have rather a rocky road to Dublin to travel.

L. J. Waite, editor Burlington *Hawkeye*:

Your anniversary edition will afford an interesting study of the public service the *Journal* has rendered not only its immediate constituency, and the city of Muscatine, but the state of Iowa. In the imagination subtract that service and what a marked difference would have resulted in the communities in which it has circulated, in commercial and industrial conditions, in education, philantnropy, morals, religion and all the factors that make up a desirable community in which to live! As a vital force the value of the *Journal* to its public is not to be estimated in dollars and cents, nor alone in land values, trade and commerce. Muscatine is largely what it is because the *Journal* has helped to make it so. And while I congratulate the paper upon its inestimable service, I congratulate still more those whom it has served and is serving.

C. M. Junkin, *Ledger,* Fairfield, Iowa:

The Muscatine *Journal* was one of the first papers I ever read. I remember it well in the days of the civil war, when, under John Mahin, it preached and practiced straightout republicanism, never wavering or faltering, and when it had a high place among the republican newspapers of the state. From it I learned some of the lessons which have taught me to remain staunch in the faith and to make the newspapers under my direction republican at all times and under all circumstances.

Mr. Mahin was a personal friend of my family and myself. There was ever a good-natured rivalry between him and the late W. W. Junkin, my father, over which should rank first as the oldest editor of Iowa.

Louis E. Fay, editor of the *Advertiser,* Clinton, Iowa. another veteran, speaks of early recollections and of the days of the Washington hand press and the old Army press:

When a token an hour, printed on one side, was good work, and when the country subscriber came in to watch the press, and the pressman would let him feel how hard it would pull and very frequently the country friend would let go the handle, and the whole "works" would be spilled out on the floor with a big clatter, to the dismay of our country friend, who thought that he had broken the press. The *Journal* has kept up with the procession, and has adapted to itself all the new improvements in the mechanical department, so necessary to the success of the daily paper of today, while the news and editorial department shows that there are, at the head, men of broad mind and ability, who are keeping it constantly headed toward "success."

Lafe Young, Jr., Des Moines, Iowa, *Capital*:

It is a glorious thing to publish a live and growing newspaper. I often think that the constituency of a newspaper do not realize the importance of a good newspaper with respect to the welfare of the city. It is my belief that the future of Muscatine is very largely dependent upon the ambitions of the Muscatine *Journal* and the support that it can arouse in the furtherance of its ambitions. For many years I have contended that the newspaper is the surest expression and reflection of the city's life and that such newspapers as the Kansas City *Star,* the Los Angeles *Times* and the Seattle *Times* have been almost entirely responsible for the growth and aggressiveness of their own cities.

Iowa is attempting a new programme and in this programme the Muscatine *Journal* can play a big part. Iowa needs better roads, better farming, better public spirit, and I hope that the people of Muscatine will support you in all the constructive work that you attempt.

Senator Lafayette Young:

The *Journal* is one of the oldest papers in the Mississippi valley. It has always been published with vigor and has been edited the same way. Its distinguishing characteristic has been its editorial power and influence. The people have always believed in the good faith of the *Journal.*

J. K. Groom, advertising manager, Aurora, Ill., *Beacon*:

During the seventy years of its existence it has always been a paper worth while, advocating principles that were worth while, and it is a pleasure to know that it has received financial support worth while from the community in which it exerts its sphere of influence.

There were scores of other like instructive views as to the paper and its work from men all over the country. Senators, lawyers, judges, teachers, and others as well as editors, newspaper managers and publishers sent letters of good will that all contain lessons worth knowing, and encomiums, encouragement and inspiration to newspaper workers, good to realize, and to feel that they are founded on sincerity and based on observation and experience.

The *Laurel,* Nebraska, *Advocate,* in common with a great many other papers, used a ready prepared cover so far as the first page, showing Santa Claus and his shop, and the border on the last page in colors, leaving the other pages open for advertising. While, when possible, we deem an original design, with home illustrations, preferable, we realize that many papers do not feel equal to the added expense, and these prepared covers are very bright and Christmasy and give great attractiveness to the paper and may often be made very profitable. The *Advocate* gives a goodly variety of local news and personals and this issue contained a liberal amount of Christmas reading and Christmas advertising. There were many real "Gems in Verse."

* * *

A novel feature was introduced as a part of the illustration scheme of the first page, by the Milford, Ill., *Herald,* in its Christmas edition. It was that of showing, in halftones, portraits, from old tin types, of many of Milford's prominent men. It was an interesting and pleasing exhibit of how these prominent citizens, now crowned with years and dignities, looked in childhood or youth, from forty-five to sixty years agone, when modern photography was little known and less used. The border of the page is made up of the pictures of the bright faces of the babies of today and the effect is very happy. Editor Eugene L'Hote is a printer to the "manor born" and takes pride in the bright, artistic appearance of his paper, and the pages of this issue bring joy to the eyes when

looked upon. The paper has the Christmas spirit and idealization throughout and is a "Reunion" as well as a Christmas number through letters from former residents of Milton, men and women now scattered throughout the different states and countries. There are interesting letters from Alabama, Colorado, Virginia, Indiana, Kansas, Kentucky and other States and even from far away Vienna, all filled with incidents and happy recollections, and reminding one of how cosmopolitan Americans have become, and how all parts of the Union and of the world are bound together by friendships, acquaintances and family ties, that find expression at the glad Christmas-tide. These "Postal Reunions" have been great and pleasing successes, as annual features in many American newspapers. Editor L'Hote, with good reason, after speaking in proper terms of "'the gladsome time of the year when little hearts and old hearts are made glad by kindly remembrances from those they love:

We feel proud of this issue of the *Herald* and we believe every citizen of Milford should feel proud with us. In the first place a paper is but an index of the community it represents. Come to the *Herald* exchange table and look over our exchanges and you can tell good towns without a microscope or a further key to the situation. The *Herald* has always been a strong, enthusiastic, buoyant publication, but this edition is worthy of especial mention. We have not clothed the paper in a stock cover gotten out by some Eastern concern, but one of our own origination. One which is not only original with us, but unique in design. The border of home babies is especially interesting to fond parents and relaives. While the center piece of our prominent citizens, in their early days, is not only a work of art, but one of more than passing interest. The quality of the paper—the very best and the workmanship and typography of the very highest in all that goes to make good printing. Why shouldn't we feel proud? And, we do, because the *Herald* is the only paper in this section that ever attempts such an edition. You should be proud that you not only have a newspaper of this character, but proud that you have in your midst a newspaper plant capable of so much that goes to advertise you and the community in which you live. When you come to think of it. When you come to analize it down to the essence of good sound business sense, this thing should be a mutual institution. The better that Milford has of everything, that much better town we make for ourselves, and as we stand on the threshold of the dawning of a new year, we want to urge for a more hearty co-operation among business men, among citizens and among farmers, that we may all pull for a better Milford and a better community in every way. The *Herald* stands as ready today as it has in the past, ever ready to help all worthy citizens and all worthy enterprises to the utmost of its ability. May the new year bring to us an abundance of the good things and may we grow as we have never grown before.

Promotion of all that is worthy is the true spirit and mission of the true American newspaper, and intelligent co-operation is the spirit of the age as it is of the press and of Christmas.

* * *

Editor Bradshaw, editor of the Carrolton *Patriot*, who always shows such a wonderful collection of the bright baby faces in his Christmas issues as would make the heart of Theodore Roosevelt glad, issued this year a Christmas Section of his paper, on the top half of the first page of which was shown the portraits of nearly a hundred babies and what was strikingly pleasing and interesting was that they were all smiling and all looking, with animation, in the one direction. We do not know how this was done. The photographs, it would seem, must have been all taken with the one design in view. The title is very appropriately, "We See Santa Claus Comin'; Don't You See Him?" as were also the following lines printed under the group picture:

The babies of Greene! The babies of Greene!
Brightest, sweetest ever were seen;
Healthiest, happiest—darlings are they.
Oh, they'll be the top bunch of people some day.

O babies of Greene! Sweet babies of Greene,
What are you smiling at—smiling serene?
And to the question their answer runs thus:
"We smile at the world, for the world smiles at us."

The remaining columns of the Christmas Magazine, aside from advertising, are all devoted to the "Sixteenth Annual Postal Reunion," a feature that the *Patriot* has made generally successful during all these years. The old residents of the County of Greene are included and there are many letters from California, Washington, Montana, Texas, Colorado, Oregon, Minnesota, Arkansas, Texas, and other Western and Southern States, showing that migration has been largely to the far South, West and Northwest. One lady, ninety years of age, writes from Muskogee, Oklahoma, saying that she lived in Greene County a good share of the time in Carrollton, for nearly sixty years, from 1835 to 1892, having been born in Kentucky in 1817. After an absence of eighteen years, she writes that while there are few left at the old home that she knew, she "still enjoys reading the *Patriot* and can say in the words of the song:

"Though I have roamed in many lands,
And many friends I'v met,
Not one fair scene or kindly smile
Can this fond heart forget.

"Yet I'll confess that I'm content,
No more I wish to roam,
So steer my bark to fair old Greene,
For that is still my home."

This is a striking illustration of how the memories of old residents fondly cling to the old home and continue their love for the old-home newspaper. It illustrates, too, by the one example, how interesting those "Postals Reunions" are made.

* * *

In the last few months newspaper properties in Northern Michigan have been making some changes in ownership, four consolidations having occurred and seven going out of business. The two papers at Gaylord were consolidated, as were those at Boyne City and Traverse City. Kalkaska's two papers combined. Two papers at Alden, one each at Rapid City, Harrietta, South Boardman, Fife's Lake and Kingsley have ceased publication.

MORE WORK THROUGH PUBLICITY

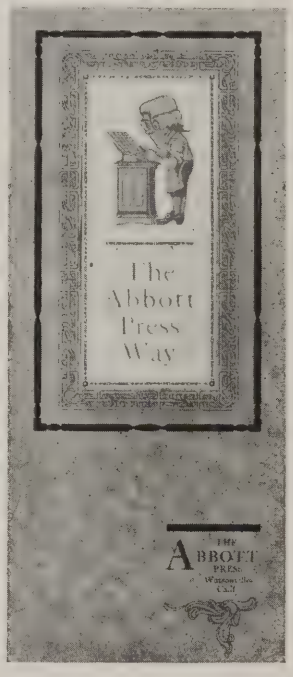
Address all communications to Winfred Arthur Woodis, 58 Front St., Worcester, Mass.

I WISH you all a Happy New Year. A year of good health, happiness and prosperous business relations. How did you begin the new year? Make any new resolutions worth keeping? We feel a bit younger as the first days start us off with clean slates, new business, a refreshening of ideas, and new plans that are laid to increase the strength and size of the business. Now is just the time to think of "More Work Through Publicity." What effect did that advertising campaign have upon your business during the past twelve months? Did it bring the results anticipated? If it did and paid well don't change the campaign, but add to it. If it didn't, change the tactics. Perhaps it didn't have the force behind it that it required, may be the printing had to be rushed on it during the busy times. Don't spoil the result by lack of time and attention. Your own advertising—to get good results—must be the *best ever*. It must carry some feature in the make-up to command the attention it should receive, and above all should be carefully printed.

The house organ is a valuable way of solving this problem. But only the larger shops can afford the expense incurred to get the best results. The writer, who owns and operates a small plant of only one thousand dollars invested, sends out at the first of each month a small monthly calendar and a neatly printed four page circular, both of a size to be enclosed in a 6¾ envelope. The color schemes and stock selections are changed monthly in order to give it an added interest. At times another folder might accompany these demonstrating some particular feature. It is needless to say that the results have been most gratifying. Try it and stick to it. When it comes time to prepare this matter for mailing it has the full sway of the shop. It must be printed and sent out right.

Blotters are good and also very useful. Novelties are well received in certain lines. It is necessary to use something that is very clearly read, with a touch of originality (or I might say distinctiveness) to give it life, whether it be a house organ, circular, blotter or mailing slip. You won't lose if you devote the proper amount of thought and time to the matter. The new year is a good time to begin action.

The first and best piece of printed literature that comes to my attention this month is a booklet from The Abbott Press, Watsonville, Cal., entitled "The Abbott Press Way." The cover stock is of a lavender, with center of panel on white coated and tipped on. It is printed in gold, green and purple, and is certainly a handsome page. The inside is printed in

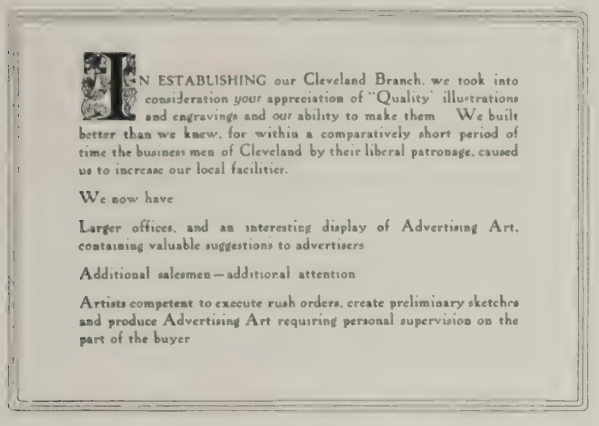


green, purple and lavender on a white egg-shell book. Each page brings out a distinctive feature of the business ways of the concern. Mr. Abbott is very generous in his advertising. On the inside back cover is a folded sheet tipped on telling of the advantages of living in Watsonville and the Famous Pajaro Valley. He further says, "Be a booster! Join Commercial League! Exemplify your sincerity!" The citizens of Watsonville most certainly ought to be loyal to a business man of Mr. Abbott's ability and generosity.

The Manz Engraving Co., Chicago, sends out some handsome monthly calendars which ought to command good returns. The one for November is up to the average and a little better. We are pleased to receive them.

The Barnes-Crosby Co. of Cleveland, Ohio, have increased their facilities to handle the volume of business that has been crowding their plant. A four-page booklet with a cover has been received announcing the

fact. The cover design is of pictorial effect demonstrating the various working features of the business, printed on dark brown stock in orange, red, blue and



IN ESTABLISHING our Cleveland Branch, we took into consideration *your* appreciation of "Quality" illustrations and engravings and *our* ability to make them We built better than we knew, for within a comparatively short period of time the business men of Cleveland by their liberal patronage, caused us to increase our local facilities.

We now have

Larger offices, and an interesting display of Advertising Art, containing valuable suggestions to advertisers

Additional salesmen—additional attention

Artists competent to execute rush orders, create preliminary sketches and produce Advertising Art requiring personal supervision on the part of the buyer

black. The type pages are handsome specimens of dignified typography. I show one of the pages.

The following letter was received from Meade, Kansas:

MEADE, KANSAS, November 19, 1910.

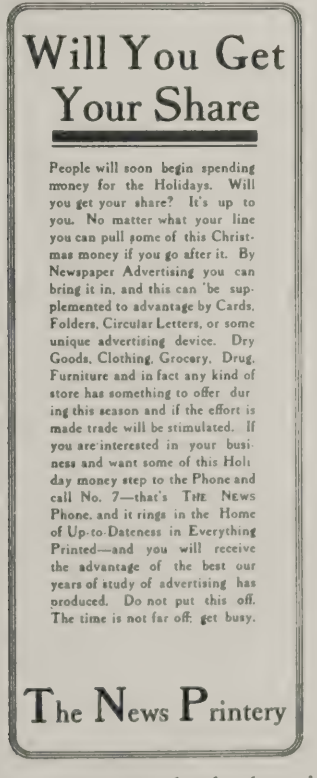
Winfred Arthur Woodis, Worcester, Mass.

DEAR SIR:—I am inclosing herewith three samples on which I should like to have you pass judgment. The blotter and letter head suit me better than the statement, and on this the top line seems to me too large. However, will let you point out the defects.

Wishing you abundant success in your new capacity I remain, Yours very truly,

J. B. MILLER.

While my department does not deal so much with individual typography, and, at the same time this magazine has a very able exponent in my friend, Mr. Hanson, whom I highly regard as a man with most



Will You Get Your Share

People will soon begin spending money for the Holidays. Will you get your share? It's up to you. No matter what your line you can pull some of this Christmas money if you go after it. By Newspaper Advertising you can bring it in, and this can be supplemented to advantage by Cards, Folders, Circular Letters, or some unique advertising device. Dry Goods, Clothing, Grocery, Drug, Furniture and in fact any kind of store has something to offer during this season and if the effort is made trade will be stimulated. If you are interested in your business and want some of this Holiday money step to the Phone and call No. 7—that's THE NEWS Phone, and it rings in the Home of Up-to-Dateness in Everything Printed—and you will receive the advantage of the best our years of study of advertising has produced. Do not put this off. The time is not far off: get busy.

The News Printery

excellent judgment as regards the best in typography, I would hardly feel justified in passing comment on these specimens. Yet I will say that they are very neat and well executed. The blotter is good, and demonstrates the value of "The News" as an advertising medium. Printed in two shades of blue on blue coated blotting it presents a striking yet pleasing effect. I abhor underscores as generally used, but in this instance it adds greatly to the effect, being in the lighter color.

On the statement would suggest that the "Printers and Publishers" line be set in a type similar to the remainder of the heading and print the side ornaments in a little lighter color of ink.

The Coyle Press, Frankfort, Ky., sends a large envelope well filled with printed advertising of various natures. Mr. Coyle has recently added facilities to do high grade embossing, and he has demonstrated this statement on a large percentage of the samples. His letter follows.

Mr. Winfred Arthur Woodis, Worcester, Mass.

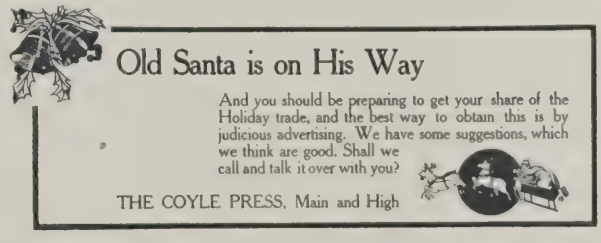
DEAR SIR:—I have just received the November issue of the NATIONAL PRINTER-JOURNALIST, and see that you have taken up the work of "More work through publicity," and thought perhaps you would like to have a few "stunts" that have been done by country printers, so I am sending you a bunch under separate cover.

I have been a constant reader of your journal for years, and I have found it both interesting and instructive, and hope I will always be able to raise enough to pay the price of subscription.

With the very best wishes for your success in your line, and hoping to see your department chuck full of good things each month, I am, Very truly,

M. DELVAUX COYLE.

The "stunts" referred to are characteristic of the Coyle quality of production, and have a personal touch that is immediately noticed. A booklet contain-



Old Santa is on His Way

And you should be preparing to get your share of the Holiday trade, and the best way to obtain this is by judicious advertising. We have some suggestions, which we think are good. Shall we call and talk it over with you?

THE COYLE PRESS, Main and High

ing magazine notices, personal sketches and the like in regard to the Coyle Press is a proof of the quality of the productions of this plant. A blotter is shown which contains a good hint to the advertiser that the holidays advertising ought to be hustled up some.

A little folder, "The Order He Didn't Get—and Why," printed in brown on brown stock and sent out by the Mahin Advertising Co. of Chicago is a little dialogue, demonstrating the value of a commercial rating in the Mahin Advertising Data Book. It is a convincing discussion and well worth consideration by those who might be interested.

LAWRENCE, KANSAS, November 26, 1910.

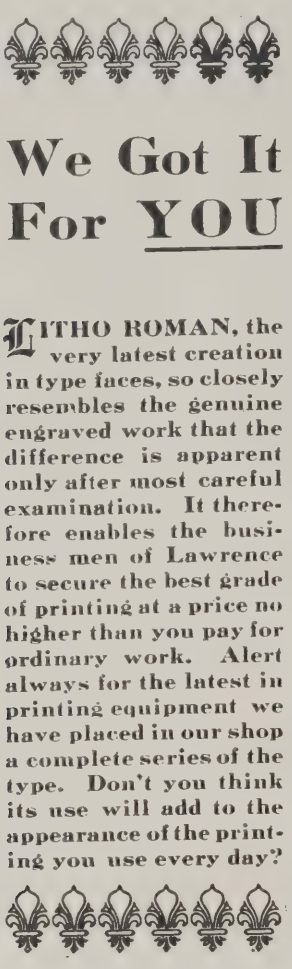
Winfred Arthur Woodis, 58 Front St., Worcester, Mass.

DEAR SIR:—I enclose herewith a little folder that is the best piece of advertising matter I have ever known, judging from results. The idea that it might work came to me on laying a series of the face and the business secured through it was gratifying. The idea is original with me, or at least I have never heard of anyone else using it.

Very truly yours, J. L. FRAZIER.

The little folder referred to is a business getter from start to finish. It is very tastily printed, with a cut-out front letting the words "We Got It For You" appear from the inside. Featuring a series of type for commercial purposes always seemed a good scheme to me. A few paragraphs gotten up in the style of

this folder and circulated amongst the business element is an excellent way to boom commercial printing and at the same time create an individuality of


We Got It
For YOU
LITHO ROMAN, the very latest creation in type faces, so closely resembles the genuine engraved work that the difference is apparent only after most careful examination. It therefore enables the business men of Lawrence to secure the best grade of printing at a price no higher than you pay for ordinary work. Alert always for the latest in printing equipment we have placed in our shop a complete series of the type. Don't you think its use will add to the appearance of the printing you use every day?
The Lawrence Daily World

your work. It is out of the ordinary and draws particular attention to a valuable investment in the type equipment.

"The Point of Contact" is a house organ of the Lammers-Shilling Co. of Chicago. The first page is shown.

One good feature, among others, appears in the present issue. "The Point of Contact Primer" gives definitions for the various terms and phrases used in the engraving and printing business, a feature which

The Point of Contact
The Point of Contact
COPYRIGHT 1910 BY THE LAMMERS-SHILLING CO. CHICAGO
VOL. 1 NOVEMBER 1910 NO. 1
EDITED BY E. N. FARKAS

the buyer can greatly appreciate when he is dealing with the representative who attempts to explain or demonstrate the process of production in the course of the sale of goods.

Cottrell's Magazine for November has a lot of good reading well distributed between the advertising mat-

Making the Moon Shine

¶ ONE Joshua Baker, a typical Tennessee mountaineer, had been apprehended for making illicit mountain dew whiskey. Calling the man to the bar, the Federal judge asked him his name. With a steady stride the old man stepped forward and replied: "Joshua Baker is my name sir". "Joshua?", repeated his honor, "Are you the Joshua which the scripture says commanded the sun to stand still?" For a moment the old man scratched his head and thought, then suddenly looking the judge straight in the eye he said: "Oh Hell, no judge, I'm the man that made the MOON SHINE.

ter. It's a good way to bring your goods before the public. A little of the humorous with the cold facts help a whole lot toward the introduction.

The Apprenticeship Bulletin for October and November, printed at the North End Union, Boston, by the apprentices in the School of Printing, contains the usual amount of good material. It is always a pleasure to receive this sheet. For neat and clean typography and presswork it cannot be beaten.

J. W. T. Knox, for several years head of the advertising department of Frederick Stearns & Co., of Detroit, and who will leave soon for Boston to take a similar position with the Chester Kent Co., was banqueted by the Detroit Adcraft club. Mr. Knox was a charter member and first president of the club. After a program of speeches and songs, Mr. Knox was presented with a handsome suitcase.

By death of Michael Walsh at Aurora, Nebraska, James G. Henley, publisher of the *Square Deal* at Jackson, Mich., and Mrs. P. W. Henley, of Jackson, are to receive $15,000 each. The court at Aurora has just decided in favor of the heirs. Walsh left a will but he never signed it. By the terms of the document the property was to go to friends and benevolent institutions. The estate is valued at $180.000 and the nearest heirs are twelve cousins. With the exception of two in Jackson, they all live in New York and Ireland. The Jackson relatives never heard of the deceased until after his death.

The advantages of Menominee, Mich., as an industrial center will be extensively advertised this year by the Commercial Club.

By the terms of a contract entered into in Chicago. the Phelps Publishing company, publishers of *Farm and Home,* a semi-monthly farm magazine. comes into possession of the *Dakota Farmer,* an agricultural semi-monthly which has been published at Aberdeen, S. D., for twenty-nine years.

A Remarkably Successful Ad Work Contest

In order to awaken a more general interest in Linotype ad work, and to show the possibilities therein, the Mergenthaler Linotype Company offered fifteen hundred dollars in prizes. The desired result has been reached. The contest closed November 30th. There were one hundred and seventy-four contestants, representing thirty-eight different states of the United States and provinces of Canada, and the hundred and nine different cities. There was also one specimen page from Germany. These pages, printed in newspaper form, would prove most valuable as working specimens for Linotype Ad Composition. The prizes were divided into three classes, with $500 to each, as follows,—

CLASS A.

(Offices using from one to five Linotypes, inclusive)

First Prize—$250.00—$75.00 to foreman; $175 to other participating composing room employes.

Second Prize—$150.00—$50.00 to foreman; $100.00 to other participating composing room employes.

Third Prize—$100.00—$25.00 to foreman; $75.00 to other participating composing room employes.

Special Prize—A Duplex Equipment will be presented to the newspaper winning the first prize in this class.

CLASS B.

(Offices using from six to eleven Linotypes, inclusive)

First Prize—$250.00—$75.00 to foreman; $175.00 to other participating composing room employes.

Second Prize—$150.00—$50.00 to foreman; $100.000 to other participating composing room employes.

Third Prize—$100.00—$25.00 to foreman; $75.00 to other participating composing room employes.

Special Prize—A Duplex Equipment will be presented to the newspaper winning the first prize in this class.

CLASS C.

(Offices using twelve or more Linotypes)

First Prize—$250.00—$75.00 to foreman; $175.00 to other participating composing room employes.

Second Prize—$150.00—$50.00 to foreman; $100.000 to other participating composing room employes.

Third Prize—$100.00—$25.00 to foreman; $75.00 to other participating composing room employes.

Special Prize—A Duplex Equipment will be presented to the newspaper winning the first prize in this class.

Total number of entries—174.

Entries in Class "A" (Offices using from one to five Linotypes)—97.

Entries in Class "B" (Offices using from six to eleven Linotypes)—35.

Entries in Class "C"(Offices using twelve or more Linotypes)—42.

The total number of offices represented by these entries is 117:—Class "A"—69; Class "B"—22; Class "C"—26.

One hundred and seventeen offices, located in 100 different cities in 38 different States.

Six entries were received from Canada. One of the entries, as noted, is a full-page ad set in German.

The contest was for full-page department store ads only, and the showing made is truly phenomenal when the limited number of offices eligible to compete is considered.

The judges met in New York City on December 16th, and the prize-winners will be announced in the January issue of the *Linotype Bulletin,* which will be mailed about January 12th, 1911.

In addition to the prizes, the office winning the first prize in each class will be presented with a Duplex Equipment, consisting of a magazine, a font of matrices, a pair of liners, and an ejector blade. In addition to the cash prizes there will be five honorable mentions in each class. To each one of the offices winning honorable mention will be sent a handsomely engraved certificate attesting that fact.

"Newspaper English"

To the Editor:—Speaking of "Newspaper English":

Last evening I took up the paper to glance over the regular quota of local gossip, commonly called news, and without humoring a critical eye noted the following peculiarities of printed expression:

"Mrs. —— ———— was called to LaValle this forenoon on account of her brotherin-law, —— ————, who was stricken with paralysis yesterday."

There is concentration, with a—vengeance. No doubt the woman mentioned in the item was called to the neighboring town because of the illness of her relatives. That he suffered from a stroke of paralysis should have been stated in another sentence.

A young man of the town had gone to another place to take a job on a newspaper, which event was chronicled in the following manner:

"——. ——. ———— has gone to Beloit, where he will be employed on the ————. Mr. ———— has had considerable experience in newspapers and will be a valuable assistant to the paper."

Every citizen of this glorious republic who reads half a dozen papers a day, as the average American does, may truthfully be said to have had "considerable experience in newspapers," whether he has any knowledge of the art of newspaper making or no. The editorial comment that he "will be a valuable assistant to the paper,," carries its own criticism.

A lawsuit had been tried before a local justice and the ornery jury hung out until after press time, which called for this remarkable statement of fact:

"The jury was out at the time of going to press and the decision will be in the next issue of this paper."

No doubt it was intended to convey the hope to the readers that a report of the decision or possibly a copy of the decision, would appear in the next day's paper.

A glee club from a college nearby was announced for a concert, at a future date, under a scare head, which item closed with this editorial comment:

"It will be a treat for ———— to enjoy the appearance of these young people here. The concert will be high class."

A wedding had been celebrated, (and what country paper is complete without its wedding notice?) and the groom was a barber in a far-away city in Indiana, that land of poets and humorists. The report of the affair closed with this commentary:

"Mr. and Mrs. ——— will make their home in ———, Indiana, where he has a position in a shaving parlor."

Surely the barber's trade is respectable, for we who make newspapers and blunders may not quarrel with any about the quality of a job, but why make the tonsorial profession ludicrous by such wordy exposition. Besides, accuracy may dictate a simpler form of expression, for it may be that the "position" is held in a shop where other things than mere shaving are done. Possibly in that shop hair is cut, shoes shined, plumage dyed, baths administered and finger nails scoured and polished. We newspaper fellows cannot be too careful in covering the facts.

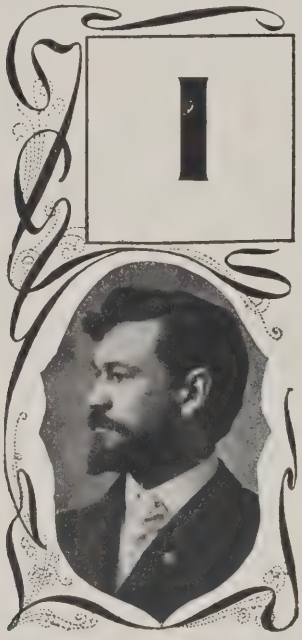
The advertising columns were in as unhappy a state as the news items. One merchant was telling the public that he would undersell competitors from "50 to 200 per cent." Think of going 200 per cent under the other fellow. It was a piano house, at that. A grocery man had kerosene oil at a very low price, and the paper had set as per copy. And that after all that has been printed about the use of the word "oil" with kerosene.

There is just one explanation for all this, in this particular instance. The editors are working too hard and are not giving proper attention to the details of their paper. They are carrying advertising at less than half rates and think they cannot afford to employ competent help. As a result, more than half of the items that are printed in their paper come under the shop head of "sloppy." Every painstaking newspaper edits advertising critically.

The Elgin, Ill., Commercial Club is considering issuing a booklet which will depict the advantages of a home in Elgin. Such a booklet willl likely be issued in connection with advertising in Chicago newspapers, calling attention of people in the metropolis to the advantages of home building in a small city nearby.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.



IT is not so long ago that any one who makes a regular practice of following what is said in this department of the NATIONAL PRINTER-JOURNALIST, can have forgotten my late reference to the great opportunity for instruction and improvement offered in the publicity literature that is being sent out continually by the leading type founders; and I am reminded again of the subject by the receipt of an exquisite booklet from Barnhart Bros. & Spindler, exploiting their Adstyle family—a very sensible and serviceable bunch of full cousins. Of course, this booklet has been issued evidently with the view to showing the many and varied uses of the Adstyle series can appropriately be put to; but, while let it be far from me to in the least disparage the beautiful effects that have been achieved, yet I am moved to marvel that in all of the booklet's sixteen pages but one was set apart to the exemplification of the Adstyle's superiority as an advertisement letter, which, as any printer may detect at a glance, and as the type's name at once indicates, is its natural field of adaptation. This one specimen, however, is a remarkably fine piece of work (exhibit 1) in which the inherent beauty and serviceableness of the letter is ably demonstrated. Me-

OVERCOAT BARGAINS
MEN'S SILK LINED OVERCOATS AT LOW PRICES
ANY OVERCOAT IN THE HOUSE FOR THE LOW PRICE OF
$19.85
RED DIMOND CLOTHING CO.

No. 1

thinks, however, that in placing the lower cut-off rules, the compositor erred in having it nearer the signature line than to the matter preceding. This leaves greater space below this signature than above it—an effect that hurts my vision. I could also object to the manner in which this advertisement has been spaced at the top, and to remedy that would necessitate a remodelling of the whole thing—as pertains to white space, understand me. The chief defect, tho, lies in the first particular mentioned.

EAU CLAIRE, MICH., November 5, 1910.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you under separate cover a copy of the Berrien County *Journal* for criticism. The *Journal* is published in Eau Claire, "the biggest little town in Michigan," population 400, and has a circulation of 1,400 copies weekly. We print eight pages "all home," and it is my opinion that Eau Claire is the smallest town in the state with a paper of this kind. Any criticism you may have to offer will be appreciated.

Very truly yours,

L. B. VOKE, Foreman.

In view of the facts as set forth in the foregoing letter, the Berrien County Journal is one of the most remarkable papers that has ever come to me for criticism. In almost every respect it would be a credit to a town of five times the population of Eau Claire. The news service, which is supplemented by a good long list of country letters, is extremely thorough and creditable. The front page is admirable in just the degree that it is free from displayed advertising; but unfortunately it is not wholly so; and the makeup of this page might easily have been improved by bal-

No. 2

When Waiting for the Aviators Next Saturday Come See
Why Our Suits are Correct and Stylish
They're Made in New York
Infants and Children's Wear
New Autumn Waists
$18.75, $25.00 and $29.75 Suits
Women's Coats
$5.00 to $14.50
This is the Place For Your Daughter's Suit
New Fall Dresses
$9.95 and Up
The Allsworth Store
"THE BRIGHTEST SPOT IN TOWN"

No. 3

ancing the two syndicate heads in some lower portion, while the "Daisies are in Trouble" article occupied a position at the top of the fourth column. In the main, the advertisement composition is very good—and in one or two instances I consider it excellent, as shown in exhibits 2 and 3. The White House Store and Young's had good examples, too, but, unfortunately they come on the opposite side of one of the pages I have had to mutilate, hence cannot be shown. The type equipment of the shop from which this sheet emanates gives evidence of being fairly good, but I can see that the man who is handling it has the rare ability to make the best of any kind of equipment. The presswork is good, too, but I would be delighted to see my ideal plan of makeup introduced throughout.

ALEXANDRIA, TENN., November 11, 1910.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Tell me what you think of my paper in some future issue of your excellent journal, which I devour like it was something to eat. I have been in the business since I was nineteen years of age and enjoy two things in it, the work and the fact that I make money.

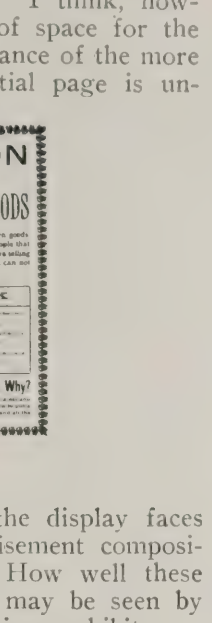
Yours truly, ROB ROY, Pub.

The fact that Brother Roy enjoys his work is commendable and that he makes money is more so. But he has asked me to tell what I think of his newspaper—and, as it will all look fairly well in print, I guess, I shall not hesitate to gratify the demand. Firstly, let me say that for a town of 650 souls the Times is a very creditable newspaper production, being a five-column all-home-print quarto. I think, however, that with such an abundance of space for the advertising matter carried, the appearance of the more than half-page specimen on the initial page is un-

GOODNER & SON
WILL SHOW THIS WEEK
THEIR FULL LINE OF FALL GOODS
EVERY department is full of fresh clean merchandise. No old, shelf-worn goods but goods that you would feel proud to wear in any city. Watch the people that crowd our store daily and you will see who is doing the business. Why are we selling so many goods? Because we have what the people want and at prices that can not be duplicated.
SPECIALS FOR THIS WEEK
Our Millinery Department is Creating a Little Sensation. Why?

No. 4

pardonable. While a majority of the display faces are of antiquated styles, the advertisement composition is entirely neat and modern. How well these obsolete letters are being composed may be seen by viewing the accompanying reproduction, exhibit 4,—which, I am sorry to say, was about all there was worth seeing on the Times' front page. Howbeit, I didn't mean to imply that there isn't a lot of good stuff in this little paper—fact is, it is teeming with it—an abundance of local news, country correspondence, special features and a fairly able editorial department, in which Editor Roy shoots it into the Republicans right from the shoulder.


WHAT AM I BID
For the Above BEST 100 EARS OF SEED CORN IN THE STATE
YOU ARE INVITED TO BID
AN OFFER TO NEW SUBSCRIBERS
Beresford Republic

No. 5

TORGESONS
NEW FALL DRESS GOODS

No. 6

BERESFORD, S. D., November 25, 1910.

O. Byron Copper, Esq., De Soto, Wis.

DEAR SIR AND BROTHER:—After reading your department in the NATIONAL PRINTER-JOURNALIST, it occurs to me that perhaps you might be interested in a little feature that we are running at this time, namely, the sale of a choice 100-ear exhibit of seed corn. Accordingly, I am enclosing herewith some of the literature we have put out, and under separate cover am sending you a copy of the *Republic*, that you may note some of the good things the local brethren have been saying about it. The paper is not especially for your scrutiny, from a mechanical standpoint, though aside from the poor print of the ready-print outside, we have no especial apology to make, it being one of our usual numbers.

Very truly yours, H. A. STURGES.

P. S. The bid on the corn has gone to $45, and it is fair to predict that it will go much higher before the Christmas time. STURGES.

From the very creditable circular (exhibit 5) which is shown herewith some little inkling of the "little feature" to which reference is made in the foregoing letter may be had; but the whole story is a long one which I am sorry I must treat with brevity: In the fall of 1904 Editor Sturges instituted the first public corn show in South Dakota, which was brought about by his having invited several of his farmer readers to bring exhibits of their corn to the Republic office where it was exhibited, and on one bonny Saturday afternoon was scored by a committee of five and the contestants thereupon banqueted at a neighboring restaurant at the newspaper man's expense. This was the beginning, which grew and grew until to-day the farmers about Beresford are evidently some corn raisers. One A. J. Wimple seems to have caught the idea especially well and has succeeded in producing a corn that wins prizes—first prizes—wherever shown. And so, this fall, in appreciation of Editor Sturges' leading part in the production of good corn, this Mr. Wimple (who has become Corn King and likewise editor of the Republic farm department) donated the editor with 100 ears of the finest selected corn from his 100 acre crop, and it is this choice bushel of corn that is being sold to the highest bidder—quite an advertisement for a newspaper, I assure you. Mr. Sturges' paper, the Republic, consisting of eight home printed pages and four ready-printed, is a fine weekly. The local news is excellent and abundant and all editorial work is indicative of more than average ability. Advertising patronage is liberal and the manner in which the compositor handles the composition is generally commendable. (Exhibit 6.)

Brother J. L. Frazier, ad-man with the Lawrence, Kansas, Daily World, has again favored this department with a number of his excellent advertisements, of which exhibit 7 is a fair example as to the budget's merit. I couldn't ask for better, cleaner, stronger or more sensible ad work than that exemplified in this specimen—and that's saying a good deal.

ELGIN., ILLS., November 8, 1910.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—It seems to me that comparison and criticism of enclosed ads will interest readers of the NATIONAL PRINTER-JOURNALIST. Which do you consider the best?

Respectfully, R. BROS.

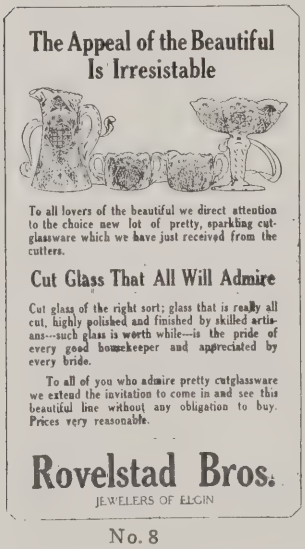
I take it that "R. Bros" stands for Rovelstad Bros., the name of the firm whose signature graces the bottom of these advertisements which accompanied this communication, and I must say that contributions to this department from jewelers is rather uncommon. It reminds me of an old story, which, for the benefit of the younger generation, at the risk of irrelevant digression. I shall attempt to repeat: In a certain town there was a printing office. Over the force presided a foreman who was very particular about the work, as all good foremen should be, and very particular, too, was he with regard to the sort of men he had in his employ. Across the way from this print-

ery a smithy stood—not the smithy that Longfellow wrote about, but another one, in which more than one brawny-armed smith made the anvils ring. Now,

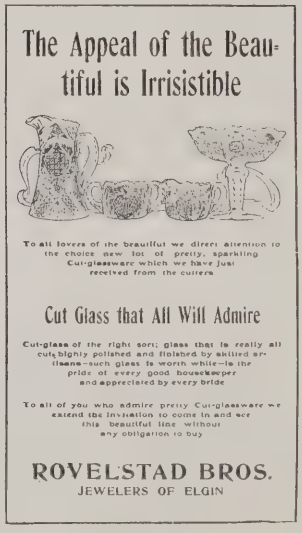
Exclusively high
grade clothes--not a doubtful quality—in the store
not a garment that was not subjected to a critical personal examination before it was allowed a place in our display! Is it any wonder that our salesmen are so eager and proud to show visitors through the various lines? Is it any wonder that we are so willing and glad to attach our well-known, money-back guaranty to every garment we sell? Do you blame us for boasting a bit in our advertisements? Do you realize what a splendid thing it is for a customer to find, under one roof, complete lines of new suits and overcoats from the four top-notch manufacturers in America? This store has no "working agreement" with any manufacturer. We choose the best from all the leading makes and thereby bring to Lawrence certain advance styles which otherwise would not be seen in Lawrence at all. Instances of this are seen everywhere in our stock, in every solitary line from $10 up to $35 but more especially in our three immense displays at
$15, $20 and $25
Our new hat show is another
wonderful attraction. Think of seeing Stetson's absolutely complete lines in one exhibit. It isn't possible to bring together a more attractive selection at $3.50. The display of Imperials is nearly as big as the Stetson show. We sell the Imperials for $3.00 and they are certainly worth the money. We are putting out a better hat for $2.00 than you'll find in most places at $2.50. We supply it in all the leading shapes and colors soft and stiff.
Lend us your Boy for a
few minutes and we'll fit him out in one of our special Double Breasters with another pair of knicker pants. We charge $5 for the entire combination and that's $1.50 less than the market price for such quality. We show these suits in very pretty shades of Brown, Blue Gray, Tan and fancy patterns. Other immense varieties at $2 to $10. Our Kindergarten styles for the little tots are quite the rage. They're much better make than the usual novelty suits but the prices are held down to a common sense basis: $2, $3, $4 to $10.
We'll never get tired talking
about the Shoes we are selling at $3, $4 and $5. And you'll never get tired of wearing them. There are no newer styles in America than the ones we show you in these lines. Take notice, too, that the inside surfaces are finished off as smooth as silk—no bumps—no loose ends—just "a bed of comfort." We have them in extreme and conservative shapes, all leathers. If you want something a bit better buy a pair of our Nettleton's; they're the finest shoes made—very "aristocratic"—thoroughly classy.
Just recently we've received a lot of new things in men's shirts, neckwear, hosiery and underwear. Better come in and look at them. We're always glad to have folks "snoop around" through the various departments whether they intend to buy anything or not.
Ober's
HEAD-TO-FOOT OUTFITTERS

No. 7

there was no very great friendly feeling between these two shops to begin with—the smithy and the printery. One day a holiday rush—something like the one that engrosses all of us at this present writing (December


The Appeal of the Beautiful Is Irresistable
To all lovers of the beautiful we direct attention to the choice new lot of pretty, sparkling cut-glassware which we have just received from the cutters.
Cut Glass That All Will Admire
Cut glass of the right sort; glass that is really all cut, highly polished and finished by skilled artisans---such glass is worth while---is the pride of every good housekeeper and appreciated by every bride.
To all of you who admire pretty cutglassware we extend the invitation to come in and see this beautiful line without any obligation to buy. Prices very reasonable.
Rovelstad Bros.
JEWELERS OF ELGIN

No. 8

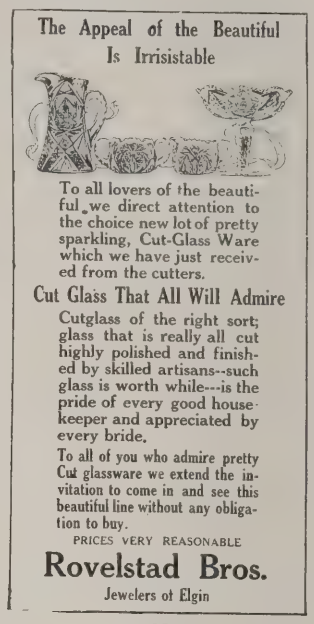

The Appeal of the Beautiful is Irrisistible
To all lovers of the beautiful we direct attention to the choice new lot of pretty, sparkling Cut-glassware which we have just received from the cutters.
Cut Glass that All Will Admire
Cut-glass of the right sort; glass that is really all cut, highly polished and finished by skilled artisans---such glass is worth while---is the pride of every good housekeeper and appreciated by every bride.
To all of you who admire pretty Cut-glassware we extend the invitation to come in and see this beautiful line without any obligation to buy.
ROVELSTAD BROS.
JEWELERS OF ELGIN

No. 9

12)—struck the print-shop of the particular foreman, who was forced to insert a want ad in the local paper, which read: "Printers Wanted; no blacksmiths need apply." As soon as the paper came out, the foreman of the blacksmith shop read the advertisement the printer had inserted, and straightway he marched to the local paper and handed in this copy for an ad: "Blacksmiths Wanted; no printers need apply." But, of course, I didn't mean to imply that no jewelers need apply to this department, for quite to the contrary, I am pleased to hear from anyone who has anything of interest to offer, and I am sure that these

The Appeal of the Beautiful Is Irresistable!
To all lovers of the beautiful we direct attention to the choice new lot of pretty, sparkling Cutglassware, which we have received from the cutters.
Cut Glass That All Will Admire
Cutglass of the right sort; glass that is really all cut, highly polished and finished by skilled artisans—such glass is worth while—is the pride of every good housekeeper, and appreciated by every bride.
To all of you who admire pretty Cutglassware we extend the invitation to come in and see this beautiful line without any obligation to buy
PRICES VERY REASONABLE.
ROVLSTAD BROS.,
Jewelers of Elgin

No. 10


The Appeal of the Beautiful Is Irrisistable
To all lovers of the beautiful we direct attention to the choice new lot of pretty sparkling, Cut-Glass Ware which we have just received from the cutters.
Cut Glass That All Will Admire
Cutglass of the right sort; glass that is really all cut highly polished and finished by skilled artisans--such glass is worth while---is the pride of every good housekeeper and appreciated by every bride.
To all of you who admire pretty Cut glassware we extend the invitation to come in and see this beautiful line without any obligation to buy.
PRICES VERY REASONABLE
Rovelstad Bros.
Jewelers of Elgin

No. 11

ads from R. Bros. are that (Exhibits 8-9-10-11-12). I have placed these specimens in the order of their excellence. No. 8 is well whited out, has the strength

The Appeal of the Beautiful is Irresistible
To all lovers of the beautiful we direct attention to the choice new lot of pretty, sparkling CUT GLASS ware which we have just received from the cutters.
Cut Glass That All Will Admire
Cut glass of the right sort, glass that is really all cut, highly polished and finished by skilled artisans---such glass is worth while---is the pride of every good housekeeper and appreciated by every bride.
To all of you who admire pretty cut glassware we extend an invitation to come in and see this beautiful line without any obligation to buy
Prices are Very Reasonable.
Rovelstad Bros.
Jewelers of Elgin

No. 12

and symmetry so essential to serviceable advertising The next example is a degree daintier, and therefore possibly a trifle more artistic, but it lacks force. The others are unworthy of special comment.

FENNIMORE, WIS., November 21, 1910.

Mr. O. Byron Copper, De Soto, Wis.

MY DEAR SIR:—I am sending you under separate cover a few copies of the Fennimore *Times* for review and criticism. The copies sent are no better nor worse than our average run. When it is taken into consideration that all the ad work and job composition is done by myself you will realize that time counts, and my ads will no doubt show marks of hasty execution. The *Times* is twelve pages every week, all home print, and has at present a guaranteed circulation of 4150 copies per week, which means over 12,000 impressions per week.

You may probably remember me as the president of the United Amateur Press Association during the year 1908-1900, and as official editor and secretary the two years previous.

Thanking you in advance for any attention you may give our publication, I beg to remain,

Fraternally yours, LOUIS F. BRECHLER.

The Fennimore, Wisconsin, Times is not a very distant neighbor of mine. That is to say, that I am not far enough removed from Fennimore to have failed to hear of the fame of this great weekly and its extraordinary editor and publisher. The Fennimore Times is a wonderfully successful newspaper, and, I am told by those who ought to know, that its success is due principally to the individuality of its editor—to his fine humanity and great heart of love for his fellow man—than which there is no more enviable human quality—especially for us of the newspaper fraternity. But the Times has other reasons to offer for its 4,150 subscribers: It gives twelve pages of

Are You Ready to Talk Fall
CLOTHES?
¶ There is something about our clothes that pleases a man. It stands to reason that we are pleased with them, else we wouldn't sell them and as a matter of fact, while we see perhaps a dozen representative lines in a season, there are none that seem to us so good in every essential. We note, too, that they please our customers and account for it in a great measure because there is no skimp to the way they are made
$15.00 to $24.00
Don't miss looking at our $10.00 and $12.00 lines before buying. New patterns and styles.
You will find the new Hats, Neckwear and Shirts just as attractive
THE HINN BROTHERS CO.

No. 13

home-printed matter every week, and nearly every one of them is filled up with good stuff. Although the clean front page is admirable in its quality of cleanliness, and the style of makeup is fairly good, I cannot highly compliment the typography generally, for, as Brother Brechler admits, it all shows the results of haste and overwork. To do the advertisement composition and job work in an office like this is too much of an undertaking for almost any printer, no matter how clever he may be—too much of an undertaking to permit him to do justice to the work. Still, sometimes Brother Brechler does something that's not so bad, as for instance, this Hinn Brothers specimen (Exhibit 13). The fault in this was the use of too many different sizes of Mazerine of the same measure in the body of the ad. Editor H. E. Roethe is not especially careful in his choice of words, but just the same I can't help liking his editorial diction; he seems to put his heart into what he writes—a never-failing means of conviction. In closing it affords me pleasure to confess that well do I remember Louis G. Brechler in the old amateur days, when he stood high in the official lists, as he will always stand in my esteem.

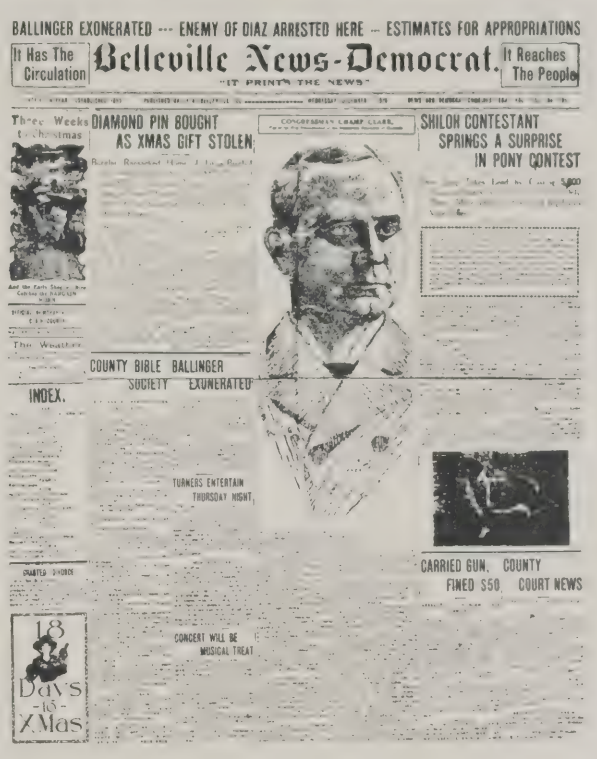
BELLEVILLE, ILLS., December 7, 1910.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you, under separate cover, a copy of the Belleville *News-Democrat* for criticism—good or bad. Think it a good scheme for us country boys to send specimens of our work to your department, for in doing so we can see some of our efforts reproduced, and also gain valuable information, which will result in much good, if we desire to take advantage of it.

Respectfully, GEO. W. KERN.

The confession is painful, but it is none the less true, that I frequently see features demanding condemnation in the country weeklies that cross my path from time to time; but, as a rule, the defects in country weeklies are insignificant as compared to those to be found in average country dailies. Of course, the reason for this is easily seen: The rush in weekly offices is generally but periodical, while with that of the average country daily it is the regular thing. Like all printing offices help is the dearest consideration, and, therefore, the scarcest; and so everything that is done is put through with railroad haste, which means that it is accomplished with the minimum consumption of time and with little regard to quality of results. As a consequence, our country dailies are frequently built upon low standards. I find evidences of something like these conditions in the pages of the Belleville News-Democrat. The first page of this sheet is reproduced herewith as exhibit 14, not that I have


BALLINGER EXONERATED --- ENEMY OF DIAZ ARRESTED HERE -- ESTIMATES FOR APPROPRIATIONS
It Has The Circulation
Belleville News-Democrat.
"IT PRINTS THE NEWS"
It Reaches The People
DIAMOND PIN BOUGHT AS XMAS GIFT STOLEN
SHILOH CONTESTANT SPRINGS A SURPRISE IN PONY CONTEST
COUNTY BIBLE SOCIETY
BALLINGER EXONERATED
INDEX.
TURNERS ENTERTAIN THURSDAY NIGHT
CARRIED GUN, COUNTY FINED $50, COURT NEWS
CONCERT WILL BE MUSICAL TREAT
18 Days to Xmas

No. 14

greatly admired it, but merely to make my remarks pertaining thereto more intelligible to the general readers. In the first place, there is a decided lack of modesty in this specimen. The several sizes of that bold condensed Gothic are abominable. I wish I had the fellow by the cuff of the neck who first conceived the idea of using condensed Gothic for newspaper headings—he'd have to be bigger than me, or he'd take it back—but how anybody in this modern day and age of the world, with our hundreds of better type faces to choose from, can still stick to this unsightly, inartistic face, is a wonder that I shall never have satisfied. To be sure, I appreciate the effort the News-Democrat's make-up man has put forth to achieve symmetry and balance in this front page, but the great splashes of black produced by that Gothic knock all the beauty out of the thing for me. The title itself is an abomination of litter—everything about it, outside of the title line itself, is altogether too loud. Less exaggerated faces for all of the information promulgated around the heading would be far preferable. You know how offensive the human being is who parades his virtues—and how we are instantly attracted to the quiet, modest character; it's the same with newspapers. What the News-Democrat needs is a typographical house-cleaning: Those loud

lines should all be reduced to a size of art and neatness, the broken and worn-out head rules should be displaced with new single lines; the date line should be changed to some less black face; the strip of linotype border should be removed and thrown into the metal box; the bold double advertising rules used as cut-offs between news-stories should be exchanged for single rules, and greater care should be exercised in writing the stair-step headlines to see that the two lines correspond more nearly in length than is the case at present. As to the other pages—I simply haven't the space to enumerate all that should be—that ought to be—done to make them presentable. The advertisement (what little there is of it) composition is rotten, and I would advise Brother Kern to brush up his reportorial staff and see if some news can't be rustled up for the next issue. The editor, too, needs a stiff jacking up, or, if he is suffering from writer's cramp (due to labors on other issues than this one, understand me) then, the manager should get in touch at once with some able editorial syndicate. I am not offering this roast because such things naturally give me pleasure, for, on the contrary, it always pains me to write or say anything that may hurt another's feelings; but I have thus expressed myself because it seems to me the situation demands it. If the *News-Democrat* force happen to take my strictures seriously, and hustle around to redeem themselves, I'll be delighted to have another copy as evidence.

CANOVA, S. D., November 17, 1910.

O. Byron Copper, De Soto, Wis.

DEAR FRIEND:—I am today sending you a copy of the *Herald* for criticism. You criticised my paper last year and at that time you made some suggestions that I have been trying to carry out. One of the suggestions was that I get the ads off from the first page. I have been all this time trying and just succeeded this week. I have gained a lot of useful information from your department and am anxious to get it every month. You will notice one display ad upside down. Now I hasten to explain that this is not any mistake of the printer but rather a new idea of the merchant who wanted it that way. Anything you may say, whether complimentary or not, will be appreciated. Tell us where we may improve.

Very respectfully, DEAN C. TRIPPLER.

From a look at the reproduction 15 one may readily see that I am not far wrong in saying that the first page of the Canova Herald is now a most delightful thing. The fine cleanliness, the delightful balance and brightness of every feature combine in a grand reflection of credit upon Editor Dean C. Trippler. Nor is the makeup of this front page alone the only commendable feature of the Herald; the inner pages too, are made up strictly in accord with the teachings of this department—and the effect is highly appreciable. It seems almost too good to be true, that here is an other newspaper-maker that is minded to take seriously both the spirit and the letter of the law of this department and put it into practice in his daily work. The result is that Brother Trippler is getting out one of the finest little weeklies in South Dakota, with an abundance of sprightly-written local news in its pages besides some of the keenest, wide-awake editorial work that I have ever read in a country paper. There is every evidence in the Herald that its maker is a live one, and I rejoice with him over his success.

PRAIRIE CITY, November 4, 1910.

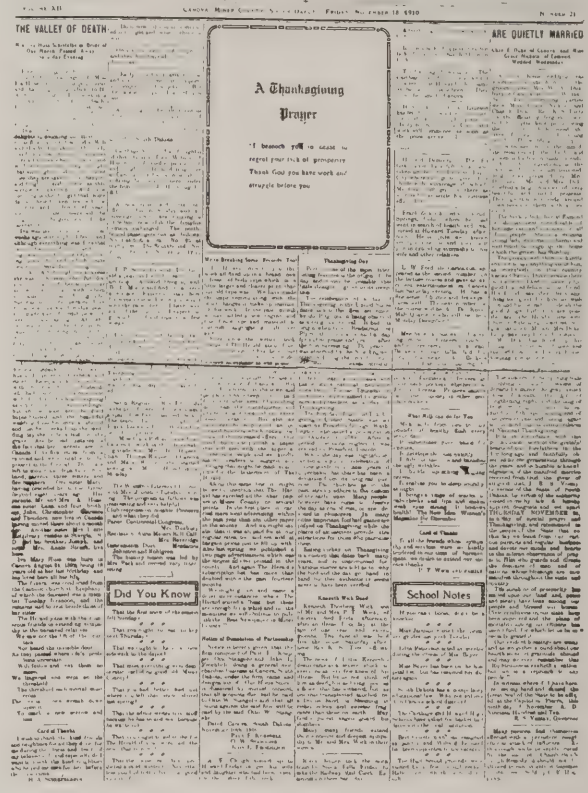
O. Byron Copper, De Soto, Wis.

DEAR MR. COPPER:—I am sending you in this mail a copy of this week's *News*. The work on this issue wasn't started until the Thursday before its issue, in fact, it wasn't thought of until that day. The work was done by my printer, Richard Randall, his brother Will, who would be rated in the city as a two-thirder, and myself. All of the ads were set by Richard Randall from our own type, besides a little job work during the week. Don't you think it speaks well for our equipment and don't the ads pretty well represent some enterprising merchants for a town of 800?

Two thousand copies were issued and all were in the post-office on day of publication and we only worked two evenings.

I tell you it pays to be well equipped in the composing

THE CANOVA HERALD



No. 15

room; you can do twice the work. We have possibly two or three hundred pounds of leads and slugs that have never been touched and our type is in series of pound fonts.

Yours truly, DAVE C. DONALD.

When I have stated that this special edition of the Prairie City News consisted of four quarto sections of four home-printed pages each, the reader can better appreciate what a stupendous undertaking this shop had in hand. The work on the special edition is all very creditable too. The editorial work, especially deserves praise, and the mechanical labors were not far behind in excellence. Two of the fine displayed spaces (Exhibits 16 and 17) will suffice to prove that assertion. The second of these is extremely well done. The pages of this fine paper do indeed speak well for the shop's equipment, and the copious and spacious advertisements likewise speak well for the local merchants. Some extraordinarily fine type faces are included in the News' equipment, and I am pleased in the main with the manner in which the compositors are putting it to use. For this special effort some very good matter was gathered, and given some able, if hasty, editing, and I am surprised to note, further, that several special illustrations grace the pages of this specimen. Whether these happened to be some already in the shop's stock, or whether they were ordered expressly for this special edition, I do not know, but at any rate their use served to brighten the pa-

per's pages and added interest to the text. Readers will probably note that this is the same paper which I so thoroughly reviewed in last month's installment,

THE fruits of the garden and field may be laid under tribute to furnish your table, but bread which scientists pronounce the "most perfect food" must remain the foundation of a good meal. The surest guarantee of good bread is to use

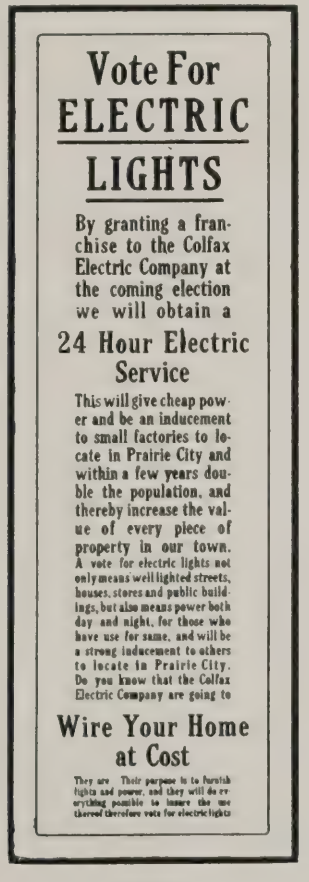
Golden Rod Flour

You probably have had trouble with your digestion, and you probably have had trouble in the making up of your bread, pastries etc. Have you ever stopped to consider what the cause of all this trouble might be? You cannot make good bread from poor flour any more than you can make a good house with poor lumber. Eminent physicians say the largest part of ills start with indigestion, and that indigestion is largely a cause of non nutritious and improper food. There is no one article of food in an unlimited use as bread. But there are many grades of flour. Some grades are pure, but they are few in comparison with the vast amount of inferior grades. You cannot afford to experiment with all these inferior classes of flour. Golden Rod is a standard grade of flour and has stood the highest test from expert critics. It is not excelled by other brands which are claimed to be just as good, but which in reality cannot be compared with Golden Rod at all. If you have never used Golden Rod one sack will convince you of its merits.

Prairie City Milling & Manufacturing Co.

No. 16

and whose editor was taken somewhat to task therein for his "change of heart" in regard to the matter of a clean front page. It is to be deplored that there is no evidence in this fine big special edition to warrant a suspicion that he has experienced anything like the


Vote For ELECTRIC LIGHTS

By granting a franchise to the Colfax Electric Company at the coming election we will obtain a

24 Hour Electric Service

This will give cheap power and be an inducement to small factories to locate in Prairie City and within a few years double the population, and thereby increase the value of every piece of property in our town. A vote for electric lights not only means well lighted streets, houses, stores and public buildings, but also means power both day and night, for those who have use for same, and will be a strong inducement to others to locate in Prairie City. Do you know that the Colfax Electric Company are going to

Wire Your Home at Cost

They are. Their purpose is to furnish lights and power, and they will do everything possible to insure the use thereof therefore vote for electric lights

No. 17

real change of heart—but I have not given up hope yet. No siree; I'm sure in his confession, as published in December installment, he was simply trying to convince himself that he didn't care; but he's caring all the time, and sometime I think he'll return to his first love and show us a Prairie City News with a nice clean face—the only kind of face that such an otherwise excellent newspaper should have.

Four New Books From Harper & Bros.

"Of the making of books there is no end," and from the great publishing house of Harper & Brothers of New York, have been issued good books for Americans since the memory of men and women of the present generation runneth not to the contrary. That a book is published by this establishment is a guarantee of merit.

We have received, this month, from Harper & Brothers, four recent publications, covering the fields of discovery, love, mystery and devotion, and rollicking humor.

"The Story of Great Inventions," by Elmer Ellsworth Burns, is filled with entertaining, useful and inspiring information told in a pleasing style. Inventions have been the great levers that have lifted mankind from the lowest to the highest conditions of existence. To read of these is to make one wiser, and to sympathize with the inventors and their work, and to awaken a desire to render like service. The graphic narratives range from Archimedes and his lever to wireless telegraphy. There is a combination of history and philosophy. There are clear cut stories of men of active mentalities, heroic and persistent application, and of benevolent impulses, who have solved the mysteries of nature's powers and directed the use of the natural forces to men's service. The work is filled with the romance of the pioneers of applied science, and one reads, with new interest and appreciation of Gallileo, Newton, Watt, Morse, Ball, Edison and Marconi, and comes better to understand, sympathize with and appreciate their work and their struggles, and have faith in still greater possibilities for the future.

"Opal," by Bessie R. Hoover, tells of the passion that never grows old, that rules "the camp, the court, the field men below, and saints above." It is a wholesome love story, a picture of everyday human nature. The narrative has all the charm of waiting interest in the outcome of events. It is a story of common folk but human nature is ever the same, and healthful lessons as to friendship, comradship and all the obligations of life can come alike from the lives of the dwellers in palaces or in huts. There are incidents that bring laughter and tears, and a simplicity and sincerity sometimes found in remote rural districts, that lend drollery and humor to the narrative, but the joys and sorrows, hopes and fears are real and frankly expressed.

"Tama," by Onoto Watanna, has the delicate charm and mystery, the sweetness and loyalty to truth and devotion, that are so effectively pictured by the author in her other books, and that seem a part of the Japanese character. It reveals Japanese superstitions and customs, and revels in Japanese scenery. It is a story of devotion to duty, and of a devoted love that survives all disappointment and refuses to give up the loved one on account of the discovery of personal defects in appearance. The face may be marred and disfigured but the love, nobility and goodness having been once discovered, the heart remains true. It is the story of a physician who, through devotion to duty, suffers from, and becomes terribly pitted and marred in his face, by smallpox. Under strange and romantic conditions he wins the love of a beautiful girl who is blind. Through his effort, sight is restored and he tries to escape her and what he expects will be her horror if she should look upon his disfigured face, but her love prevails.

"The Slant" is filled with rollicking mirth of the kind that comes from disastrous surprises or contretemps, all caused by the sudden escape of a baby cart from a nurse, and a wild run down a steep incline on a crowded thoroughfare. The urchin comes out all right, but the mischief wrought to workers, pedestrians, peddlers, policemen and an automobile give good themes for the jingling rhymes and the excellent illustrations. The book is designed for children and youth but will bring merry laughter to those of more advanced years, who will ever laugh at practical jokes, if not too disastrous in results. It is a good specimen of book making on "the slant."

C. W. Post, food manufacturer and big advertiser will establish another afternoon newspaper at Battle Creek, Mich., shortly after January 1. He already owns the *Enquirer*. He refuses to state who will be in charge of the new one. This will give Battle Creek four dailies, three of them being evening papers.

Some Old Printers' Symbols and Mottoes

(From the *Printing Machinery Record,* London England.)

It is a gratifying fact that when mottoes fell into disuse as war-cries, they were adopted for another and far more interesting purpose. Printing was just invented, and rose, if not rapidly, at least certainly to be the most important art that the mind of man could devise, or his hand could practice.

Learning, hitherto confined to the college or the cloister, was now diffused among mankind, visiting the court, the camp, and the city and humanizing all who owned her influence.

Printed books superseded the rare and costly manuscripts heretofore in use and found such eager and numerous purchases hat spurious and imperfect editions of the more celebrated works began to be circulated.

To remedy this evil, and to give security and protection to those printers whose publications combined great literary merit with the typographical excellence, princes and potentates granted them permission to use on the title-page some symbol and motto, to counterfeit which was legally as well as morally criminal.

Thus Aldus Manutius, who established the famous Aldine Press at Venice, and was the inventor of the type called "Italic," adopted for his sign on his title-page a dolphin and anchor.

Henry Stephens the founder of the celebrated family of that name, when established in Paris, took for his symbol an olive tree, which long continued to be used by his sons, particularly by Robert, the most eminent of them, who was equally noted for virtue, learning, and skill in his occupation.

It is of him that an anecdote is recorded, worthy to be coupled with that of Charles V. picking up his pencil of Titian, for it took place about the same period, and is as honorable to Francis I. as is the better known condescension of his famous rival. Everybody knows that Charles patronized Titian, that our Henry VIII. protected Holbein, and that Leonardo da Vinci died in the arms of Francis; few know that the same Francis, going, as was his custom, to the printing office of Stephens, found him engaged in reading a proof.

The courtiers in his train would have required the instant attendance of the printer; but Francis, ever high-minded and chivalrous, would not allow the interruption, but waited until he had finished—a small enough condescension, it may perhaps be thought, but a great one, in the then state of society. For this monarch, who was a judicious promoter of learning and the fine arts, books were first ornamentally bound, having the edges of the leaves gilt, and the arms and motto of the owner impressed on the covers.

One of the earliest printers, of much celebrity in England, was Henry Day, who enjoyed the favor of Queen Elizabeth. Upwards of 200 works issued from his press, all distinguished by his symbol—the rising sun, with a boy awaking his companion, with the words, "Arise, for it is day!" in allusion to the dawning day of Protestant Reformation, which was much promoted by the dissemination of tracts, now first printed and published. Day was the inventor of the Saxon letter.

Christopher Plantin, of Antwerp, adopted for his emblem and motto a hand and a pair of compasses, with "Labore et constantia"—By labor and perseverance!" And by rigid adherence to this motto he became rich and eminent. Who, indeed, let his station in life be what it may, can fail to improve it by acting in like manner?

Juan de la Cuesta, of Madrid, the printer and publisher of the first edition of "Don Quixote," took for his device a stork, surrounded by the words, "Post tenebras, spero lucem—"After the darkness, I expect light!"

He was the intimate friend of Cervantes, and was well acquainted with all his struggles and difficulties, so that we who now know how much sorrow and suffering made up the story of his life, ought to appreciate the touching appeal thus made to the heart of posterity.

From his gloomy confinement in the narrow dungeon where he passed so long a period, through the jealousy of the litigious Mancheyans, this inimitable but persecuted man looked forward to a period when the light of fame should surround him. Nor was he mistaken. Some fame was his in life; but, as too often happens, it was not until the darkness of death had settled on his eyes that his great merit was fully acknowledged.

Let us hope that the hopefulness so strongly expressed in his motto never deserted him, but that he felt the full force of the fine Spanish proverb that he puts, on the occasion of some disaster, into the mouth of Don Quixote, "There is yet sunshine on the wall."

National Women's Journalistic Sorority in Flourishing Condition

Theta Sigma Phi, the only national sorority whose members are college girls specializing in journalism, now has a flourishing chapter at the University of Wisconsin. The sorority was organized about two years ago at the University of Washington and has rapidly found favor among colleges and universities offering courses in journalism. It was the first sorority in any American college to limit its membership exclusively to girls preparing for newspaper or magazine work and requiring that members not taking the regular university courses in journalism, be permanent members of the staff of some university publication.

The Wisconsin Chapter of Theta Sigma Phi entered the University last fall with a charter membership of ten, including the Misses Aimee Zillmer, Frances Shattuck, Helen Connor, Ada Hopkins, Alma Slater, Florence Harriet Maxon, Frances Lundquist, Mrs. C. G. Fuller, and Mrs. F. B. Morrison. Membership is limited to twenty and all of the young women must be members of the junior or senior class in the University. New members are elected each year at the close of the sophomore year.

During the coming year the sorority chapter at Wisconsin will affiliate with it Wisconsin authoresses and women journalists of note as associate members. Ella Wheeler Wilcox, a former Wisconsin girl, has already signified her willingness to become a member. It is the purpose of the sorority to maintain such a high standard of admission that membership will serve as a recommendtion to editors.

Thirty-one budding journalists were initiated into the Cub's Club, the journalistic organization of the freshman and sophomore men in the course in journalism at the University of Wisconsin. After a mock initiation in the auditorium of the engineering building, the cubs were blindfolded with bright red bandages and led to one of the fraternity houses where the formal initiation took place.

Another Journalistic Sorority

FIRST ORGANIZATION OF YOUNG WOMEN FORMED

An honorary sorority in journalism, the first ever organized as far as known, has been formed at the University of Missouri. It is to be called the Gamma Alpha. No one is to be admitted to the sorority who is not specializing in journalism. The charter members of the society are Amy V. Armstrong, Mable Couch, Helen Hammond, Dottie Hewitt, Mary Alice Hudson, Heloise B. Kennedy, Florence La Turno, Rhea Lopp, Etna McCormick and Rosalie Mellette. Mary Paxton, who was graduated from the School of Journalism last year, will be invited to join.

Certain grades will be required for admission. Steps will be taken to establish this society in other schools of journalism.

The officers of the society at the University of Missouri are: Amy V. Armstrong, president; Florence La Turno, vice-president; Heloise B. Kennedy, secretary; Mable Couch, corresponding secretary, Mary Alice Hudson, treasurer.

Because Iowa is the only State in the Union to show a loss of population by the last census, a meeting of the editors of the daily and weekly papers has been called for January 1, by E. D. Adler, Davenport, president of the Iowa Associated Dailies Association, and an invitation has been issued to the Iowa League of Commercial clubs to meet at the same time. The meeting will select a legislature committee and ask the legislature which meets in January to make a general appropriation to advertise the State.

Things Necessary to Success

First. A field—a place where there will be a sufficient volume of work procurable to bring a profit, or lines of printed matter for which sufficient or adequate and a profitable market can be secured.

Second. A suitable and advantageous location for convenience of customers and the handling of the work.

Third. A building at a rent or cost within the demands and possible output of the office.

Fourth. Such practical knowledge of printing and salesmanship, and such business ability and experience, on the part of the proprietor, as to enable him to understand all requirements of the business, to purchase wisely, to secure and organize a proper force, and to advertise effectively and secure business.

Fifth. The plant and organization secured, then, such a system as will furnish correctly, the cost of every job and afford a basis for a reliable estimate on all work submitted for estimates—a correct cost ascertaining system.

Sixth. Courage to demand the full cost of work, including all overhead expenses, such as interest on investment, recompense for supervision, and risks, depreciation or wear and tear of machinery, type and appliances; rent, insurance, taxes, advertising, soliciting of work, book-keeping, estimating, proofreading, cost and risk of handling stock and all other charges with reasonable profits added, and to refuse credit where it is not deserved.

Seventh. The best, improved, modern equipment, and the most expert, faithful, efficient workmen obtainable.

Eighth. Managerial or "engineering" ability to forward work through the office and to keep all the departments in harmonious, helpful accord, with an understanding, all the time, of the conditions and progress of the work and the adaptability of the different presses or machines to the work in hand or offered, and as to the special ability of the office and the men employed, to handle the same; with the diplomacy or skill to secure the adaptation of the work to best fit the office conditions, and, when necessary, to secure concessions, or changes in any job offered, from customers so as to best fit the resources and conditions of the mechanical department at any time, and at the same time to conserve the best interests of, and fully to satisfy, patrons.

Ninth. Such conditions in the office, as to light, temperature, ventilation, cleanliness, etc., as will secure the comfort, health and best working conditions and such arrangement and location of type cases, cabinets, stones, presses, folders, stitchers, and all other appliances and machinery as to save time and facilitate the orderly, speedy forwarding of the work—all cuts and all electros or standing pages of matter, etc., to be properly stored, labeled, and card indexed as to be available when needed, without necessitating any searching therefor.

Tenth. Such human interest and sympathy as will win the goodwill and confidence of the force and each member thereof, and the active co-operation, loyalty, interest and pride of each in the establishment and its good name and success.

Eleventh. Careful bookkeeping that will secure an exact record of all business transactions, and insure against any oversight, omission, loss or misunderstanding and furnish accurate trial balances and invoices.

Twelfth. Prompt collection of all accounts, and prompt payment of all bills, taking advantage of all cash discounts, even if it is necessary to make temporary loans at the banks for this purpose.

"And if there are any other things they are contained in these."

A High School Park Feature of Christmas Issue

The *Courier* of Gibson City, Ill., for Christmas issue, had a prepared colored cover of a bright Santa Claus design, and a great wealth of reading matter and advertising. One of the articles on the first page that attracted our pleased attention was entitled, "Township High School Will Have Beautiful Park." We do not know of any subject more appropriate to a Christmas edition than that of a suitable school park. A park once established will become a blessing not only to the present generation of children, but to their happy successors throughout the on-coming years. The amount of advertising in proportion to the reading was remarkably great and was splendidly gotten up. The typography, presswork and material used were all up to the highest standards. It was a large, magnificent issue, worthy of E. Lowry's Sons, Publishers, and of the enterprise shown by the city's merchants. The publishers take occasion in this issue to talk of the paper's equipment with a new Mergenthaler Linotype of the latest model; its large cylinder printing presses, job presses and other equipment, after saying of the paper and people:

> It is a real pleasure to be the publishers of the *Courier*, to present its readers its annual December holiday issue of twenty pages, with special lithographed cover in colors. The paper is in every way a credit to the city, representing the unusual business thrift and enterprise which have characterized Gibson since the town was first planted on the marshy and undrained prairie of forty years ago. The commercial institutions, stores, factories, banks and professional offices have shown from the beginning the kind of spirit which conquers all difficulties and wins out against every obstacle.
>
> The *Courier wishes* its readers a Merry Christmas and a Happy New Year, and trusts that the peace and prosperity of the coming year will go ahead of all the years of the past.

The Oconomowoc, Wis., *Free Press*, one of the oldest newspapers in the state has consolidated with the *Enterprise*, G. E. Palmer having purchased the *Free Press* subscription list.

A Signal Success

The Duplex Prting Press Company of Battle Creeek Michigan is to be congratulated on the successes won by Duplex presses in this country and abroad. The President of the company, Mr. I. L. Stone, s worthy of highest praise for his efficient management and indefatigable industry and intelligent push and enterprise, that have resulted in such great accomplishments. An article that appeared in the home paper, the Battle Creek *Enquirer*, of October 25th, tells a most gratifying story of recent advances made that are no less pleasing to all progressive owners of newspapers and printing offices in this country, by whom Mr. Stone is known and honored, than to the press and people of his beautiful home city of Battle Creek. This article gives the following interesting facts, after noting Mr. Stone's, their recent return from a European trip, during which all the agreements and managements were perfected:

The Duplex machines are now being built by the Linotype & Machinery Limited, of London, at their immense works in Manchester.

The Mergenthaler Linotype Company of New York now controls the English Company, and is thoroughly organized in all parts of the world. Its adoption of the Duplex Press for exclusive manufacture for the newspaper field is indubitable proof of highest merits and that a world market will be opened. The Linotype Company has a world-wide reputation for the high character and perfection of its manufactures.

An agreement was perfected with the Marinoni Printing Press Company, of Paris, whereby the latter company will manufacture the Duplex presses, especially for France and for South America. The Marinoni Company is one of the leadiing press builders in the world and has a world-wide reputation.

The arrangement with the Marinoni Company for its manufacture in Paris for France and South America and other Latin countries where this Company is thoroughly established is very significant, showing, as it does, not only that these machines, in the opinion of the most competent judges, have exceptional merit, but that they are to be actively and speedily introduced throughout the world.

We learn that the works of the Duplex Company at Battle Creek are to be still further enlarged, and that an office will soon be opened in New York City.

Our advertising pages bear irrefutable testimony as to the great popularity of the Duplex presses in this country, and especially as to the great value, perfection and adaptability of the "Duplex Tubular Press and Stereotype Machinery."

Testimonia's are given by successful publishers of daily papers from Brooklyn, N. Y., to Muskogee and Oklahoma City, Oklahoma. These testimonials came in the form of telegrams to a well known newspaper in Ohio, that telegraphed to users of the press for information, and they are mostly from those who have used the press for the longest time. These publishers gave honest statements from full trial and abundant experience, to fellow publishers, the facts as they had found them and they certainly constitute a most satisfactory and intelligent endorsement of the press and machinery.

A Model Catalogue of a Model Factory

The Oswego Machine Works, Niel Gray, Jr., Proprietor, at the beautiful city of Oswego, on Lake Superior, N. Y., makes cutting machines exclusively and to perfection. There are machines for cutting paper, books, pamphlets, box board, boards, tin foil, dies, leather, etc., etc. These cutters run up in the different styles and sizes to some ninety or more different patterns. A new catalogue describing all these, has reached our desk and has proven, upon examination, a work of pleasing and instructive interest in and of itself, aside from and in addition to its use as a catalogue of practical machines adapted to a large range of work. It is a wonder of perfect workmanship and in the completeness and perfection of its illustrations as well as in its descriptive matter and in its typographic beauty. If you are interested in cutting machines for any purposes, of any sizes or styles, you should write for one of these catalogues. The factory is not alone the only one that makes exclusively cutting machines but the only one that makes a complete line of cutting machines and the surprise is in studying the wide range of its output in the one line.

We have, heretofore, given a partial description of the model factory, that it is a most informing lesson and a real pleasure to visit, but much has been added since then. It is designed solely for the complete, perfect and economic manufacture of cutting machines, with an eye to the best possible light, to the comfort of the workmen and the convenient, efficient forwarding of the work under the best possible conditions. It is equipped with the latest, heaviest, quickest, most perfect, best and most adjustable and practical and automatic machinery, especially designed for turning out the work in hand in the different lines and is manned with the most skilled, expert and efficient craftsmen, draughtsmen and machinists.

The Mahin Advertising Agency of Chicago will handle the municipal advertising for the Greater Des Moines Committee again next year. Once again the *Saturday Evening Post* and the *World's Work* will be chosen as mediums for the ads. But ads will be placed in one additional standard magazine during the oming year. The appropriation is the same as for last yer and the sum to be spent will be about $10,000, as was the case last year. In te ads for next year, Des Moines will make a special appeal to the young man with a little money rather than to the big man with a lot of money. The policy of the publicity crusade will be to continue the educational campaign of this year and to devise a complete and efficient follow-up system. Wilbur D. Nesbit will write more of the ads that have made Des Moines famous as the City of Certainties.

News From the Field

Davenport, Iowa, now has a live Ad Men's Club. At a meeting of the Davenport Advertising Association, T. W. LeQuatte of Des Moines completed the reorganization of that association and now everything is ready for the big boost campaign. The Ad Men's Club is expected to assist materially in helping the city to grow.

The Laundrymen's National Association has concluded to enter upon a decidedly unique campaign of education. The executive committee, headed by L. H. Fisher of Kansas City, has been authorized to present to the women of America the claims of the modern steam laundry upon their greater patronage. For the purpose of securing the desired publicity the sum of $75,000 will be expended. The association will tell its story to the people of the country through the leading papers. The preparation of the appeal has been placed in the hands of the McManus Company of Detroit.

The Publishers Press of New York City is rendering very valuable service to the Press of America through cartoon, special features and telegraph services that makes it possible for newspaper publishers to improve greatly, to make more complete, valuable and interesting their publications, at a comparatively small increase in cost.

An especial interest has attached to the announcement, by Curtis J. Mar, the President, of which editorial notice was given in the December issue of the NATIONAL PRINTER-JOURNALIST, as to the securing the exclusive services of Homer Davenport, the famed cartoonist, to furnish from three to five daily cartoons a week on current events, and a cartoon for each Sunday on some moral subject, to be syndicated to papers subscribing therefor throughout the country. The telling character of such cartoons needs no words of explanation to any real newspaper man, and the name of the cartoonist is an absolute voucher of the high character and adaptedness of the work that will be furnished. But this is only one of the great features offered by the Publishers Press. As collectors of special items of great interest, their fame is such as to command patrons among many publishers who already take the Associated Press or other news service. A special Sunday page, editd by Mrs. John A. Logan is another new feature that, added to the other services and syndicated matter, puts the Publishers Press in the lead. The publisher of every daily newspaper should be in close touch with the Publishers Press.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

MR. PRINTER—Go after the Calendar business in your town. Our big line of calendars, post cards, blotters and fans sells at right prices. Set of samples, $10.00. Address American Calendar Co., Red Wing, Minn.

EDITORIAL PARAGRAPH—Original, exclusive, incisive. Not expensive. Any proportion political. 5450 Vernon Ave., St. Louis, Mo.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

WANTED—A first-class Monotype Keyboard Operator, either lady or gentleman. State experience and salary expected. "F. A. P."

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—A first-class job office and bindery for sale at a bargain. Now doing a $50,000 business and will be sold at a reasonable price, as attention must be devoted to the newspaper branch of the business. Located in a large, growing city, within 100 miles of Chicago. Shipping facilities the best. Terms reasonable. Address, Job Office, care Mergenthaler Linotype Co., 521 Wabash Ave., Chicago, Ill.

JOB CYLINDER PRESS FOR SALE—Pony Whitlock, bed 27x40, fly delivery, fully described on page 1076 Am. Type Catalogue, used less than year hardly enough to smooth bearings; is for sale becaause of consolidation. Also 350 pounds eight point O. S. body type 150 pounds ten point and 50 pounds six point; in good condition, used slightly for less than year. Also Acme Stapler No. 6 in good condition. Brown & Meek, Harlan, Iowa.

$10,000 CASH AVAILABLE FOR FIRST PAYMENT ON MISSISSIPPI VALLEY DAILY.

Inquirer is a promising young man who has been connected with dailies for a number of years in various capacities, terminating in business management.

Proposition No. 79.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

SIX-COLUMN QUARTO BABCOCK CYLINDER PRESS, in good condition, for sale, $400. F. O. B. cars Belleville. Terms Also Eight-column Folio Prouty for $200. Terms. A. Q. Miller, Belleville, Kansas.

DAILY NEWS.

REPORTS for evening papers, advance news mail service, special and Chicago news. YARD'S NEWS BUREAU, 160 Washington St., Chicago, Ill.

Dollars

for your Pockets

are more acceptable than dollars wasted in lost time, lost production, lost quality, lost quantity, and the many other losses incident to the wire stitching proposition when the old-line machinery, of antiquated construction, is in use.

Boston Wire Stitchers

save losses,—save money, save repairs, improve quality, increase quantity, satisfy your customers, and will satisfy you. "Boston" excellence is attested by over 2000 users in this country and abroad. "Bostons" are the fore-front of the wire-stitcher procession. "Bostons" should be in your bindery—now. May we quote you on "Bostons"?

American Type Founders Company

General Selling Agent

NO MORE CUT ROLLERS
INK-DIVIDING BANDS

The Final Word in Color Printing

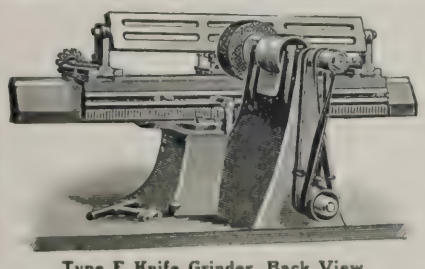
—SAVE MANY TIMES THEIR COST—

Practically Indestructible; Do not Injure Rollers; Positioned Instantly. **Thirty Days' Trial Allowed** on all first orders Give nominal diameters of rollers, and number and widths of brands wanted.

"We have used your Ink-dividing Bands and are enthusiastic about results."—**Unity Press,** New York City.

N-M-C-R COMPANY

370-372 SMITH ST., BROOKLYN, N. Y



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60. 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes, which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

Get Anchored to

JAENECKE'S INKS

And Your Ink Troubles will be fewer in 1911

THE QUALITY IS ALWAYS RIGHT
THE PRICE IS RIGHT

THE JAENECKE PRINTING INK COMPANY

NEW YORK PHILADELPHIA ST. LOUIS

Main Office and Works—NEWARK, N. J. **CHICAGO OFFICE, 351 Dearborn Street**

Illustrations for Books and Catalogues, for printing in one or more colors, adapted to suit the paper and printing conditions, and work the maximum of quality for the money expended.

THREE COLOR HALF-TONE ENGRAVINGS
by special process insuring color values and printing qualities.

DRAWINGS DESIGNS PHOTO RETOUCHING
A large force of expert specialists in every line.
Send for Specimen Portfolio No. 7
—ESTABLISHED 1889—

GATCHEL & MANNING
DESIGNERS and ENGRAVERS
in one or more colors
PHILADELPHIA

Megill's Patent Automatic Register Gauge

The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York

CUT LONGER

with less sharpening.

Royle Router Cutters Cut

Try Them

John Royle & Sons
Paterson, N. J., U. S. A.

Engravers' Machinery

BARNES-CROSBY COMPANY'S HEADQUARTERS FRANKLIN AND MADISON STS CHICAGO

PART OF CHICAGO ORGANIZATION

GROUP OF ST. LOUIS STAFF

Conversation may take the order, but plays no part in its *execution.*

"Quality" illustrations and engravings result only from organization and equipment—men and money.

Barnes-Crosby Company is an organization of 400 people, engaged in producing illustrations and engravings—nothing else.

Barnes-Crosby Company in its Chicago headquarters employs 275 men and women and occupies 45,000 square feet of floor space.

In its St. Louis establishment, 75 people and 20,000 square feet of floor space.

50 representatives, artists and photographers are employed in its chain of Branch Offices.

Make this organization your art and engraving department, because **Barnes-Crosby Company co-operates with printers, but does not compete with them.**

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President.

Artists :: Engravers :: Catalog Plate Makers

Complete Establishments:

215 Madison St., Chicago **214 Chestnut St., St. Louis**

And a chain of Branch Offices and art departments. Get in touch with the nearest one. Write for samples and information.

New York Cincinnati Detroit Indianapolis Kansas City Memphis San Antonio

Toledo Milwaukee Minneapolis Cleveland Moline Atlanta Mexico City

ST. LOUIS
Complete Establishment
214 CHESTNUT ST.

NATIONAL PRINTER JOURNALIST

FEBRUARY NUMBER

1911

Vol. 29 No. 2

O.H

"Globetypes"

Halftones and Electros From Halftones

The Best the World Has Ever Seen

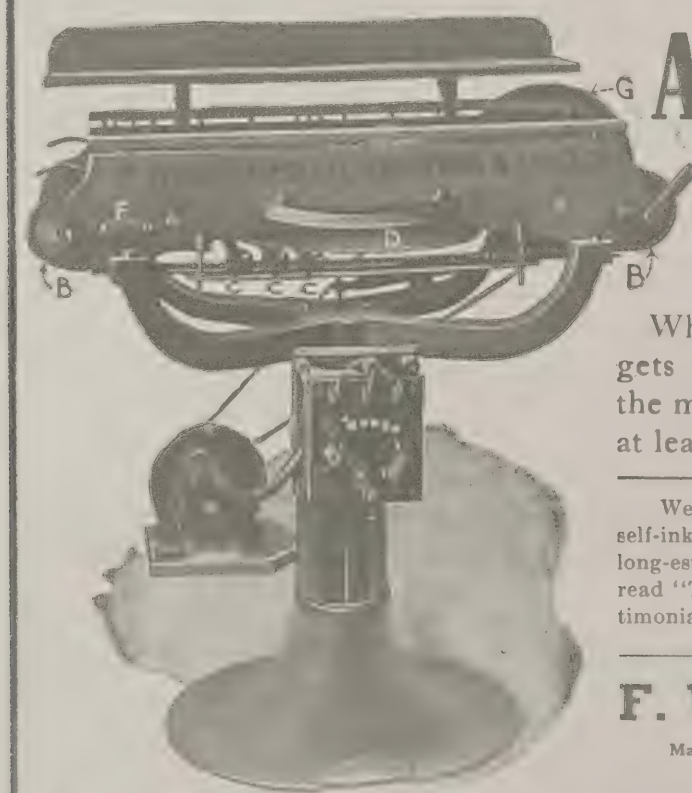
The evidence of a 400-line "Globetype" (160,000 dots to the square inch) the halftone and electro printed on the same sheet for comparison, is yours for the asking.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-425 Dearborn Street, - - CHICAGO

We make designs, drawings, halftones, zinc etchings, wood and wax engravings, copper, nickel and steel electrotypes, but—we do no printing. Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a steel "GLOBETYPE"



WESEL ELECTRIC SELF-INKING PROOF PRESS

Hundreds in use. You touch the treadle and the press does the rest

Works by hand also.

Avoid Half Way Improvements

When the old fashioned galley proof press gets too old fashioned for you, do not make the mistake of buying a proof press that is not at least self-inking.

Wesel makes four styles, and many sizes of each style, of self-inking proof presses; also self-feeding and self-inking; all of long-established effectiveness. It will pay you to send for and read "Twentieth Century Proofing." The lists of users and testimonials are convincing.

F. Wesel Manufacturing Co.

Main Office and Factories: 70-80 Cranberry St., Brooklyn, N. Y.

New York Store: 10 Spruce St. Chicago: 315 Dearborn St.

Manufacturers of Printing Materials and Everything for Photo-Engraving, Stereotyping and Electrotyping.

George Washington Said:

"Let Us Consult Brother Jonathan"

Washington was a good business man. ***Brother Jonathan*** (Trumbull) was his confidential adviser; he inspired confidence by his conservatism and wise counsel, and his advice was sought and highly regarded by the big men of his time.

All of the inspiring characteristics of this famous historical character find true expression in the excellent paper —

BROTHER JONATHAN BOND

the paper made especially for business men — the paper with the bank note crackle, strong, serviceable and elegant. It is conceded that no paper is so appropriate for the making of business stationery.

Where quality is essential, as it certainly should be in a firm's stationery, cost is a secondary consideration, but we are glad to announce a moderate price for ***Brother Jonathan Bond*** — "The Commercial Correspondence Paper of the Day." The large volume of business, together with many other advantages too numerous to mention here, enable us to produce the acme of quality at a comparatively moderate cost, and you get the benefit.

Brother Jonathan Bond is carried in White, and nine attractive Tints in Plain Finish, and White, and two Tints in Linen Finish with Envelopes to match. Please write for plain or printed samples and list of sizes and weights in stock.

DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER CO.,	Milwaukee, Wis.
INTERSTATE PAPER CO.,	Kansas City, Mo.
SOUTHWESTERN PAPER CO.,	Dallas, Texas
SOUTHWESTERN PAPER CO.,	Houston, Texas
PACIFIC COAST PAPER CO.,	San Francisco, Cal.
SIERRA PAPER CO.,	Los Angeles, Cal.
OAKLAND PAPER CO.,	Oakland, Cal.
CENTRAL MICHIGAN PAPER CO.,	Grand Rapids, Mich.
MUTUAL PAPER CO.,	Seattle, Washington
AMERICAN TYPE FOUNDERS CO.,	Spokane, Washington
AMERICAN TYPE FOUNDERS CO.,	Vancouver, Br. Col.
NATIONAL PAPER & TYPE CO. (Export Only),	N.Y. City
NATIONAL PAPER & TYPE CO.,	City of Mexico, Mex.
NATIONAL PAPER & TYPE CO.,	City of Monterey, Mex.
NATIONAL PAPER & TYPE CO.,	Havana, Cuba

J. W. Butler Paper Co.

Established 1844 Chicago

Cheltenham Medium

72 Point — 3 A $6 70 4 a $4 35 $11 05

ENRICH Scheme

60 Point — 3 A $5 30 6 a $4 80 $10 10

Regiment MERITED

48 Point — 4 A $4 05 7 a $3 55 $7 60

BRIGHTEST Composition

42 Point — 5 A $3 60 8 a $3 00 $6 60

Characteristic PRODUCTION

36 Point — 5 A $2 55 9 a $2 45 $5 00

PERFECTION Entirely Recognized

30 Point — 6 A $2 25 10 a $2 00 $4 25

SECURED PRINTING
Latest Distinctive Styles

24 Point — 7 A $1 70 14 a $1 80 $3 50

INTERIOR FURNISHINGS
Printed Instructions Desired

18 Point — 11 A $1 60 21 a $1 65 $3 25

DESIRABLE IMPRINT SOUGHT
Harmonious Decorator Emphasized

14 Point — 15 A $1 45 28 a $1 55 $3 00

STUDIES RENOWNED ACHIEVEMENTS
Quality Requirements Splendidly Answered

12 Point — 17 A $1 35 35 a $1 40 $2 75

PROCURES DISTINCT EXHIBITIONS
Cheltenham Medium Producing Results
Beautiful Prominent Display Advertising
Commercial Necessaries $1234567890

10 Point — 19 A $1 20 38 a $1 30 $2 50

PROPOSES ENTHUSIASTIC DISCUSSION
Leading Printers and Publishers Assembling
Possibly Determine Surest Estimating Method
Intelligent Legislation With Better Conditions

8 Point — 22 A $1 05 45 a $1 20 $2 25

AMERICAN LINE TYPE FACES COMPEL RESPECT
Everything Needed by Printers and Publishers Furnished
Proper Decorating Materials Increase Their Attractiveness
Advertising Valuations of Printed Matter Are Wonderful

6 Point — 26 A $0 95 50 a $1 05 $2 00

LARGE AND POPULAR FAMILY HAS ANOTHER INCREASE
Cheltenham Medium is The Happy Medium Member of The Family
Recommended to Advertisers For Its Pleasing Tone and Legibility
These Shapely Figures Are Cast On Uniform Bodies $1234567890

AMERICAN TYPE FOUNDERS COMPANY

Originator of the Cheltenham Family

Cheltenham Medium (Non-Kerning) Italic

72 Point — 3 A $6 85 4 a $4 55 $11 40

BRINGS Results

60 Point — 3 A $5 55 5 a $4 10 $9 65

Supreme PRINTER

48 Point — 4 A $4 25 6 a $3 50 $7 75

DESIGNER Endeavoring

42 Point — 5 A $3 65 7 a $2 90 $6 55

Having Beautiful NUMBERS

36 Point — 5 A $2 80 8 a $2 30 $5 10

MODERNIZED Display Creations

30 Point — 6 A $2 35 9 a $1 90 $4 25

STRIKING DESIGNS
Decorative Brass Rules

24 Point — 7 A $1 85 12 a $1 70 $3 55

HANDSOMEST GUARD
Enthusiastic Demonstration

18 Point — 10 A $1 60 20 a $1 65 $3 25

HUMOROUS REPRODUCTION
Magnificent Automobile Exposition

14 Point — 15 A $1 50 28 a $1 50 $3 00

AMERICAN TYPE STYLES HONORED
Some Charming Typographic Arrangements

12 Point — 18 A $1 40 35 a $1 40 $2 80

NEWEST MEMBERS INTRODUCED
Cheltenham Medium and Italics Installed
Splendid Possibilities Offered the Printer
Neat and Legible Figures $1234567890

10 Point — 19 A $1 25 38 a $1 25 $2 50

UNCOMPROMISING REMONSTRANCES
Manly Qualities Cancel Personal Grievances
Original Observations Come From Hoboken
Welcome Contributions to Historical Bureaus

8 Point — 22 A $1 10 43 a $1 15 $2 25

PROGRESSIVE MERCHANTS SHOULD ADVERTISE
Newspapers and Magazines Prefer American Line Styles
Satisfactory Results Brought by Cheltenham Medium Italic
Leading Printers Buying Popular American Line Designs

6 Point — 24 A $0 95 48 a $1 05 $2 00

SPLENDID LETTER FOR HIGH-GRADE ADVERTISEMENTS
A Businesslike Jobbing Letter for Newspaper and Magazine Display
Not Too Heavy and Not Too Light but Just Right for Certain Needs
Special Attention is Directed to These Legible Figures $1234567890

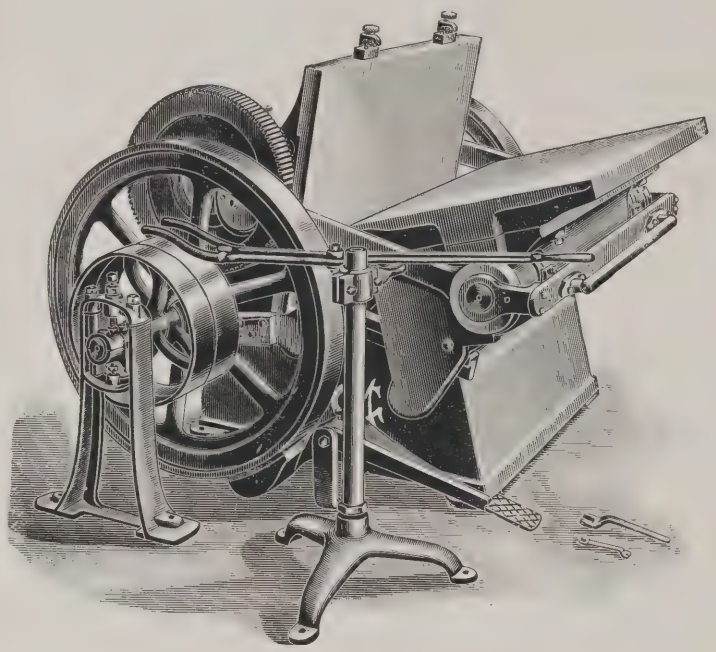
AMERICAN TYPE FOUNDERS COMPANY

Originator of the Popular Cheltenham Family

The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

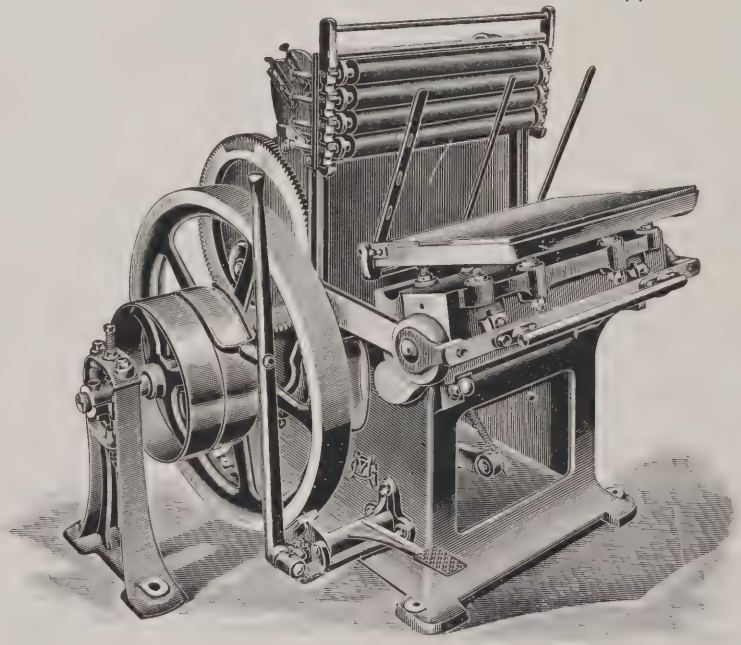
No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	10 x 15	inside	chase
Half Medium,	13 x 19	"	"
Half Super Royal	14 x 22	"	"
Super Royal No. 4	17 x 25	"	"
Embosser No. 1,	21¼ x 22	"	"
Embosser No. 2,	24 x 26	"	"
Stamper No. 3,	24 x 26	"	"

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

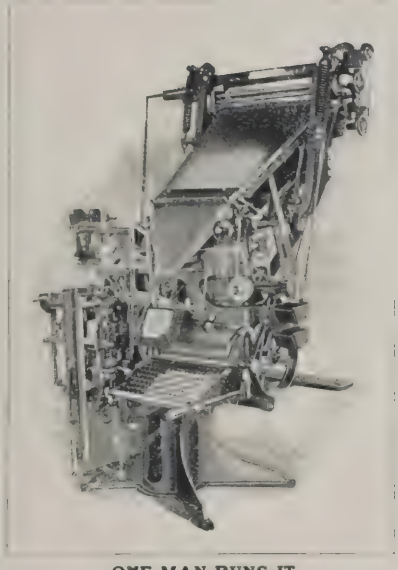
The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

THE NATIONAL MACHINE CO., Sole Manufacturers HARTFORD, CONN., U.S.A.

We Sell—

You Buy



ONE MAN RUNS IT

It is a FACT that we cannot afford to sell

UNLESS

you can afford to buy.

We have a common interest in the question of a Linotype in your plant.

Is it not a question we can best work out together?

We may think you need a Linotype. You may think you don't. Let us get together and find out.

25,000 in Daily Use

5 to 42 Point in Body. 5 to 36 Point in Face. 5 to 30 Ems in Measure

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO:
521 Wabash Ave.

SAN FRANCISCO:
638-646 Sacramento St.

NEW ORLEANS:
332 Camp St.

MELBOURNE, SYDNEY, N.S.W., WELLINGTON, MEXICO CITY. { Parsons Trading Company

TORONTO: { Canadian Linotype, Limited, 35 Lombard St.
STOCKHOLM: Akt.-Bol. Gumaelius & Komp.
ST. PETERSBURG: Leopold Heller
COPENHAGEN: Lange & Raaschou

BUENOS AIRES: Hoffmann & Stocker
HAVANA: Francisco Arredondo
RIO JANEIRO: Emile Lambert
TOKIO: Teijiro Kurosawa

When *figuring on buying any*
Printing or Book Binding Machinery
send for the

"Big List" of Johnsonized Machinery

The Better Grades of Machinery Rebuilt to do the work of new machinery in many cases

Prices quoted on New Machinery of all makes
A very complete stock on hand at all times

Furnishing Complete Modern Outfits a Specialty
All Standard Goods in Stock for prompt shipment

A Complete Stock of

HANSEN Diamond Nick TYPE

Standard Line, Unit and Point Set, Copper Alloy
The Best Wearing Type

C. I. JOHNSON Mfg. Co.

The Firm of Practical Men

Saint Paul :: Minnesota

Northwestern Agents

EVANS' ATTACHED NEWSPAPER FOLDER

A New Scott Drum and Evans' Folder
attached, on our floors, for demonstrating. BETTER INVESTIGATE!

This ad set in Hansen Crawford Italic J.A.K.

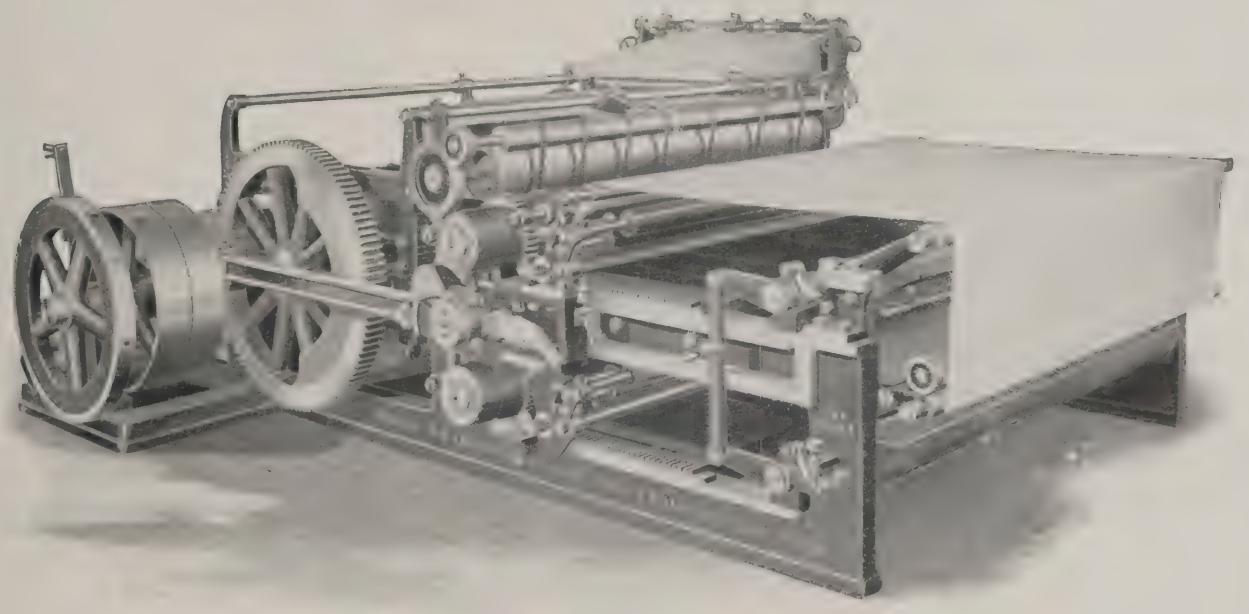
HALLEY'S COMET HAS COME AND GONE

But the GOSS "COMET" Press Has Come to Stay Forever

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS

THIS LITTLE PRESS WILLPRINT, PASTE AND FOLD FOUR, SIX OR EIGHT PAGES OF EITHER A SIX OR SEVEN COLUMN 13 "M" STANDARD SIZE NEWSPAPER



The "COMET" flat bed web perfecting press is the very latest accomplishment in newspaper machines for perfecting a four, six or eight page paper from type forms.

It is the most economical newspaper press on the market, and will save time, labor and money for the publisher, from the day of its installation.

It will save money because it takes less power to operate than any web perfecting press on the market.

It will save money on every paper it prints, as the cut of the web and reduced margins will make a continuous saving of white paper.

It will save money because there are less than half the composition rollers to maintain. All composition rollers are interchangeable, while the inking fountains are of the thumb screw variety (screws two inches apart).

It has double drive, angle bars for associating the webs, and practically a rotary tapeless folder.

The "COMET" will take up a floor space twelve feet square. It is four feet eight inches high, and will weigh sixteen thousand pounds, while a five horse power motor will be ample power.

Is this not an ECONOMICAL PROPOSITION?

— PATENTED AND BUILT BY —

THE GOSS PRINTING PRESS CO.

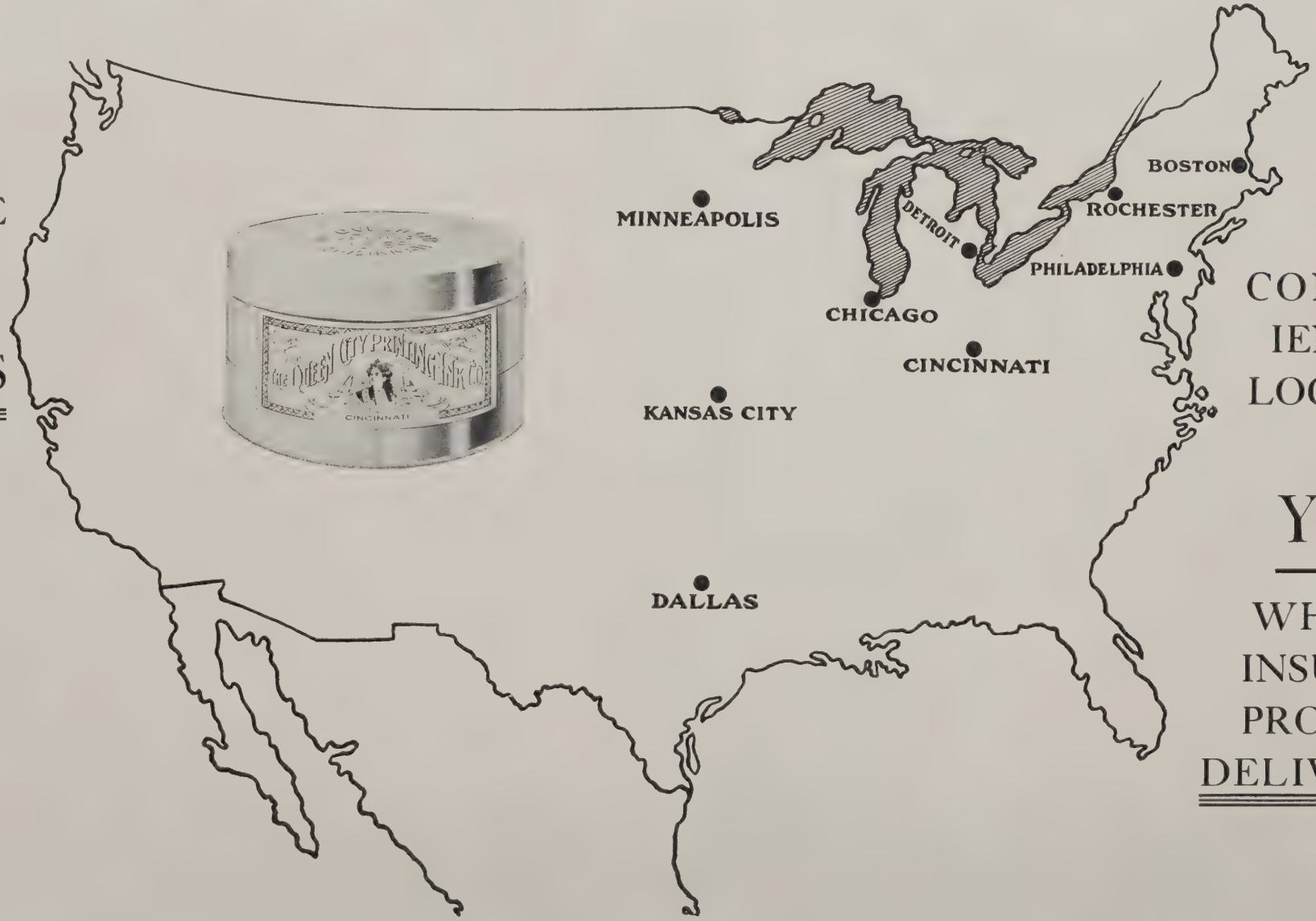
NEW YORK OFFICE:
No. 1 Madison Avenue
Metropolitan Life B'ld'g.

16th Street and Ashland Avenue
CHICAGO, ILL.

LONDON OFFICE:
No. 92 Fleet Street
LONDON, - ENGLAND

THE QUEEN CITY PRINTING INK CO.

WE ARE THERE WITH THE INKS



CONVENIENTLY LOCATED TO YOU

WHICH INSURES PROMPT DELIVERIES

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

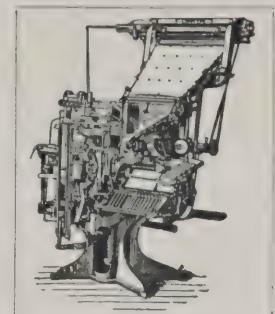
FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer
CHAS. E. NEWTON, Vice-President — WM. S. BATE, Secretary

NEW YORK, 59 Beekman St. — CHICAGO, 357 Dearborn St.
SAN FRANCISCO, 653 Battery St. — SEATTLE, 411 Occidental Ave.

Our Reputation is back of every

RECONSTRUCTED MODEL 1

we offer.



One Letter $1850
Two Letter $2000
5 to 11-Point in Faces
Easy Terms

If you must buy a second hand Model 1 Linotype rather than one of our Quick Change Versatile many sided Linotypes

There's a Reason

why one reconstructed by its creators is the safest investment for you.

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

CHICAGO, 521 Wabash Ave. — SAN FRANCISCO, 638-646 Sacramento St. — NEW ORLEANS, 332 Camp St.

TORONTO: CANADIAN LINOTYPE, Ltd., 35 Lombard St.

F. A. RINGLER CO.

HIGHEST AWARD
RECEIVED AT THE
WORLD'S
COLUMBIAN EXPOSITION.

26 x 28
PARK PLACE
TO
21 x 23
BARCLAY ST

ELECTROTYPERS,
AND PHOTO-PROCESS ENGRAVERS.

NEW YORK.

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

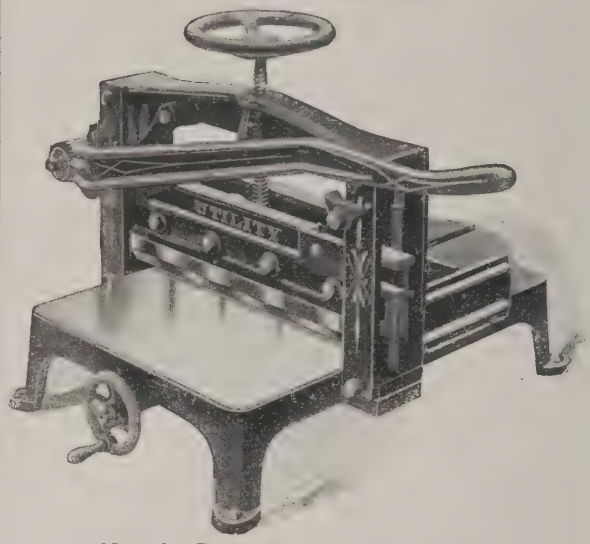
HOKE ENGRAVING PLATE CO.
Patentees and Sole Manufacturers
ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

You Need in Your Business

UTILITY PAPER CUTTER

SOLD BY ALL DEALERS



Also the Reversible Paper Clamp and Mustang Mailer

Pavyer Printing Machine Works

Builders and Repairers of Machinery for Printers

600-602-604 S. Broadway, ST. LOUIS, MO.

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agents

THE THINGS WE DO

DRAWINGS
of any description,
and for every purpose, in
PEN AND INK OR WASH,
FOR LETTERHEADS,
CATALOGS, COVERS,
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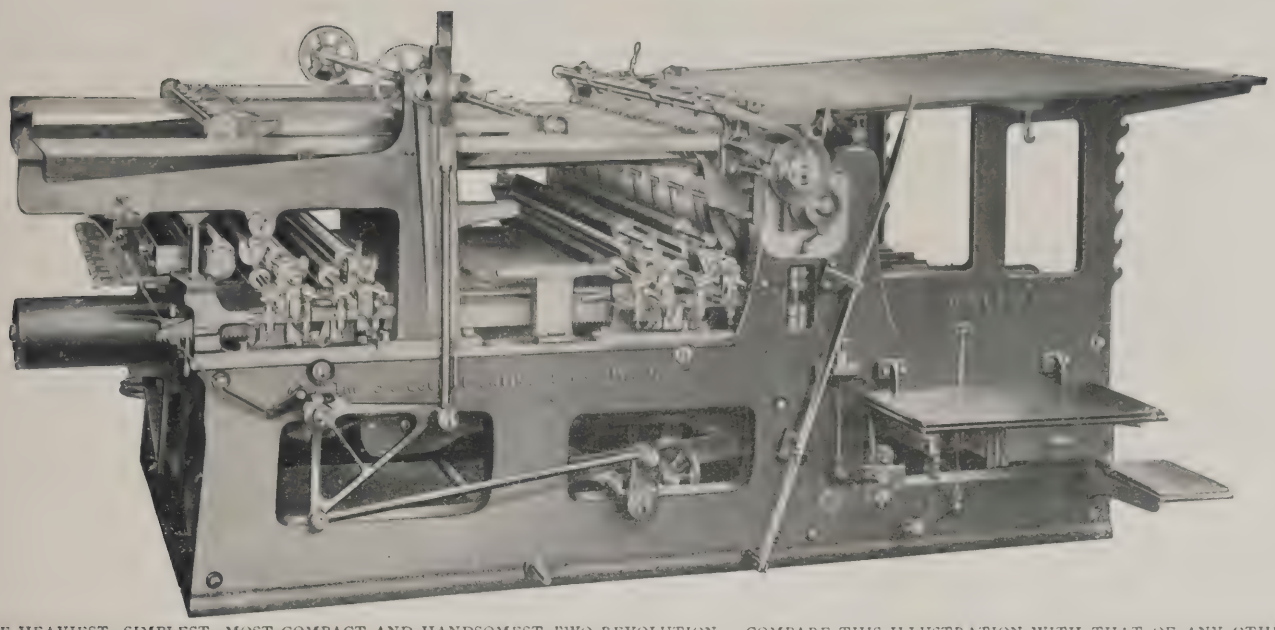

THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

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Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas. National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

Distribution never ceases between rollers and vibrators when an Optimus press is in operation. Position of the bed does not check it.

The ductor is a distributor one-half the time. Ink is deposited by it on first table vibrator at the instant bed is at the reverse *and vibrator still.* Contact, with rotation and vibration, continues until bed is at the opposite reverse, when ductor returns to the fountain *without rotary motion,* and remains during the second half of the impression. The ductor is utilized to the utmost, and its action preserves it in the best possible condition.

During the first half the ink is thoroughly broken and equalized between ductor, vibrator and the two forward table rollers. It is well distributed when it reaches the plate, where it is again worked between the four composition rollers, vibrators and table before it is taken up by the form rollers, their vibrators and riders. Undistributed ink cannot reach the form.

All composition rollers are interchangeable, even as riders; any roller can be used as a ductor—a handy and exclusive arrangement. Any form or table roller can be put out of service quickly and independently of any other without missing an impression. The delivery table is readily moved back to uncover the fountain and forward rollers.

The action is fast, easy, noiseless, and splendidly effective. It is a completely satisfactory distribution, fit for the hardest work, and worthily placed among the other superiorities of the Optimus. It is, besides, *decidedly economical in roller cost,* as a roller not best for the form may have a prolonged usefulness elsewhere.

The Babcock Optimus

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We Have Made Special Study

of Printing Machinery and Equipment as a result of which we are in a position to advise you properly from the standpoint of Efficiency, First Cost and Economical Operation. We want your orders and we believe you will want our service when you know more about it.

Best way to find out is to write to us now. If you need a new composing room, machinery for your bindery or press room—tell us your needs—we probably can help you.

Our experience, gained through equipping some of America's largest plants, is yours without cost.

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Our customers print
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HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE IS A FACTOR IN COST REDUCTION

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"COMPOSING rooms do not pay." They do if properly managed. If they do not pay, then printing is unprofitable, wherever that may be true. "The money is in the pressroom." As well may the baker insist that the money in his business is made in the ovens. The presses are simply the "ovens" of the printing office, and if the composing room does not feed the presses the whole outfit is unprofitable. If there are no profits in the composing room the fault is radical and personal. The composing room should be regarded as a machine, kept well lubricated with material to prevent loss of time, and arranged in a labor-saving way to prevent all lost motions. Losses in the composing room, if continued, must necessarily be fatal to the business.

—American Bulletin.

WE WANT EVERY EMPLOYING PRINTER TO ASK HIMSELF THIS QUESTION:

What would a saving of 10 to 25 per cent in composing-room labor and 25 to 50 per cent in floor space mean to me?

If you are interested in this vital question, fill out the attached coupon and send it to us, or to your dealer, ask for a copy of "Composing-room Economy," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing plants in the United States.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

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Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
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ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

OUR NEW CATALOG OF SPECIAL FURNITURE IS NOW READY

Megill's Patent Automatic Register Gauge

The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet*

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with less sharpening.

Royle Router Cutters Cut

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John Royle & Sons
Paterson, N. J., U. S. A.

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Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

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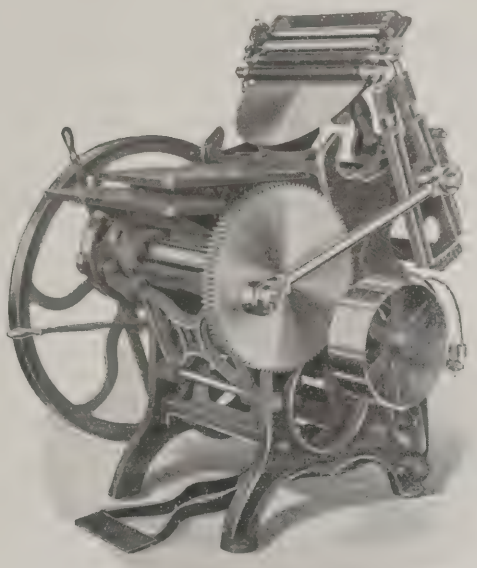
TWO MACHINES WHICH ARE MAKING MONEY
FOR THOUSANDS OF PROGRESSIVE PRINTERS

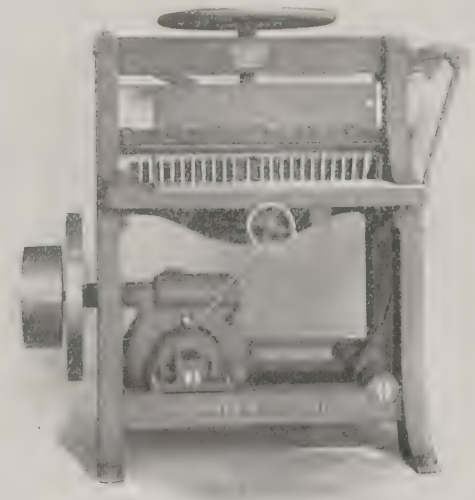
CHANDLER & PRICE GORDON PRESSES



CHANDLER & PRICE GORDON
(With Vibrating Riding Roller)

THESE presses have undoubtedly been the most constantly operated machines in thousands of printing plants during the last twenty-three years. The fact that over thirty-six thousand Chandler & Price Gordon Presses have been used during that time—nearly all of them being run today -and not even one press returned because of poor construction or material—tells the story of what these presses can do for you.

CHANDLER & PRICE PAPER CUTTERS



HAND-CLAMP POWER PAPER CUTTERS
Made in Three Sizes. 30 inches, 32 inches, and 34 inches
We also make 23-inch, 26-inch, and 30-inch Lever Paper Cutters

ANOTHER machine which receives frequent and often hard usage, the money-making power of which depends upon its stability, accuracy, and long wearing qualities, is the paper cutter. The Chandler & Price Paper Cutter, like our presses, are made of the very best materials and by skilled workmen. The parts of these machines are few and simple, insuring long, satisfactory service. Write for our latest book, "Approved Printing Machinery"—it fully describes these machines.

THE CHANDLER & PRICE CO. CLEVELAND OHIO, U.S.A.

Remember

THAT the National Perforating Machine Co. discontinued the manufacture of the LARGE CYLINDER perforator two years ago.

THAT the new model contains a 2⅜ inch case hardened, steel cylinder and it is guaranteed for five years.

THAT the Company stands behind every machine of its manufacture to the fullest extent, as the material and workmanship are of the very best.

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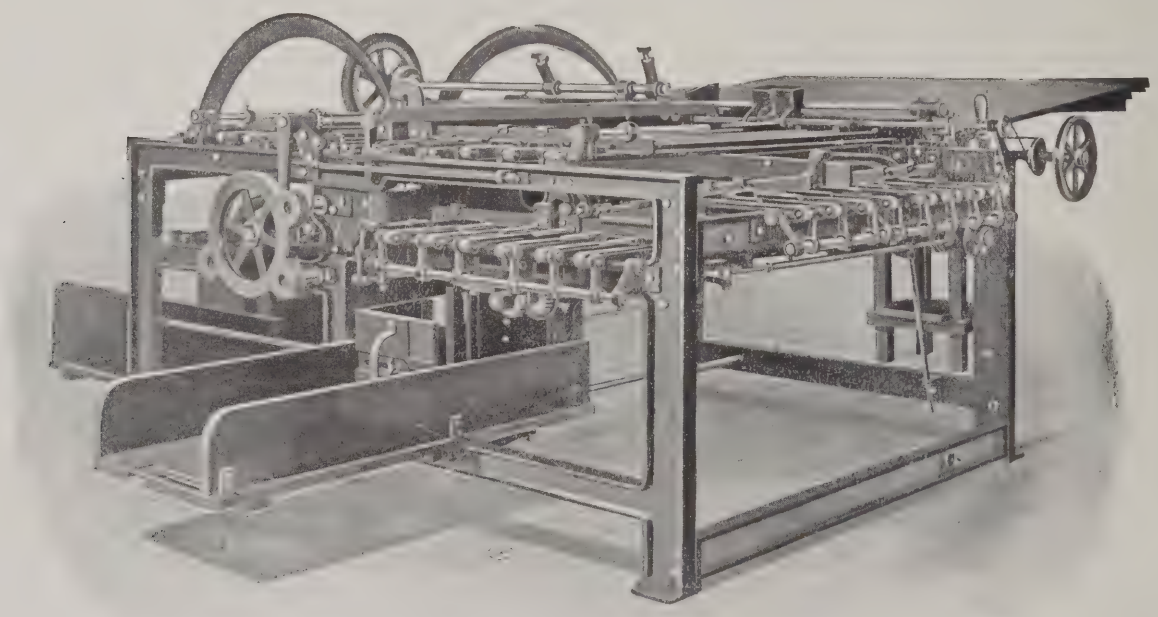
ASK YOUR NEAREST DEALER

When You Buy Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

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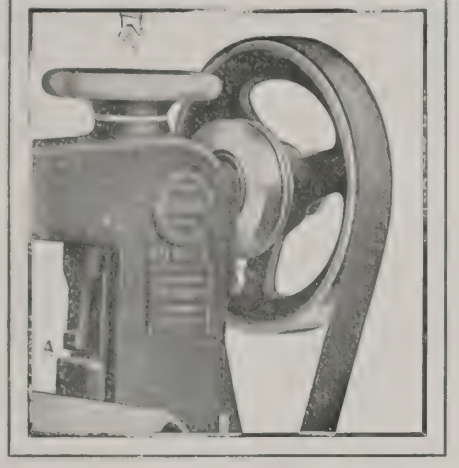
This is it

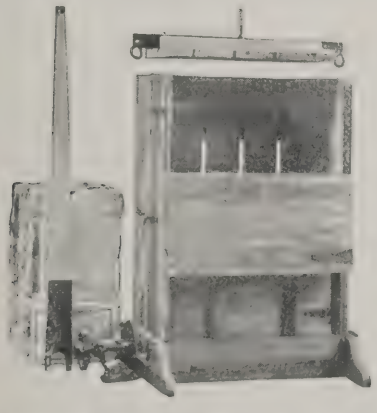


The Hand-Wheel

One turn of which Simultaneously Adjusts All Parts of
The "Boston" Wire Stitching Machine

This is an exclusive feature, well worthy of careful consideration (assuming you are interested in wire stitchers). To adjust the "Boston" to saddle-stitch, say a 32p. pamphlet, the stock (8 sheets) is placed in part marked "A," and the hand-wheel turned to just lightly bind it. In that one movement all the adjustments are made. No other wire-stitching machine—has—this—single,—positive—adjustment!

American Type Founders Company, U.S.A.
General Selling Agent. A pleasure to furnish detailed particulars



A
Perfect Paper Baling Press
for $35

Pays For Itself

Save your waste paper. Let **"The Handy"** Paper Baling Press convert it into bales that bring you $7 to $25 per ton. It will do the work more economically and more satisfactorily than any other press. Can be easily operated by any 14-year-old boy. 100 to 150 lb. bale completed in five minutes. Press occupies less floor space and costs less than other machines. An investment that will pay handsomely in every establishment, large or small. Converts an absolute waste into a source of profit. Pays for itself from proceeds.

Made in four sizes, $35, $45, $75 and $85. Send for descriptive circular.

Offices in principal cities in Middle West

THE HANDY PRESS CO.

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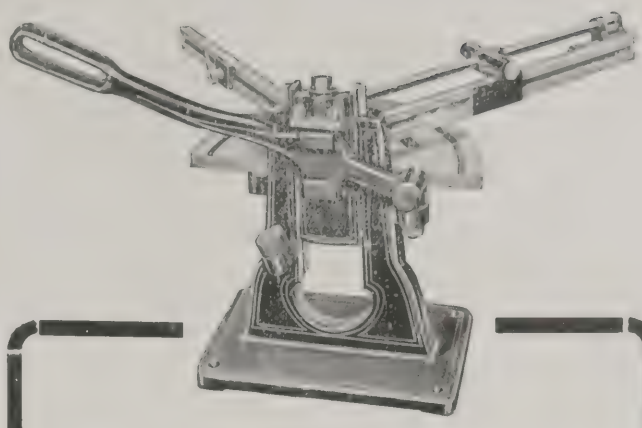


The Rouse Mitering Machine

Embodies all the good features of similar tools, and in addition has a Positive Point Gauge that sets instantly and locks automatically to points, enabling the operator to miter rules to to Picas, Nonpareils or Points inside as well as outside measure—a feature not possessed by any other miterer.

Another Big Improvement

is the method of locating and locking the rule holder to all necessary angles. This construction is not only very quick and strong but is also permanently accurate. The under-side view of table shown below fully illustrates this feature.

Price $20.00

Sold by Dealers Everywhere

Made only by

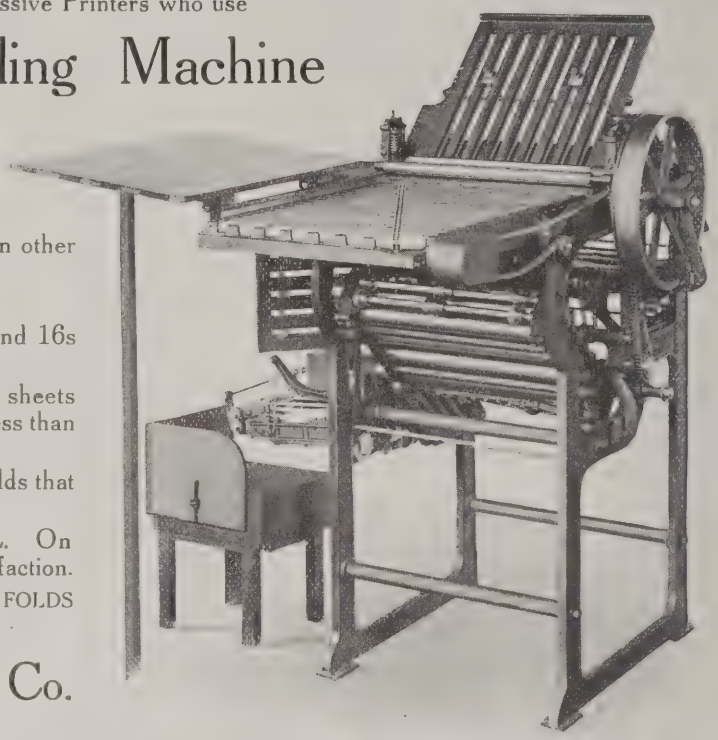
H. B. ROUSE & CO.

2214-16 Ward Street, - CHICAGO

Cost Reduction and Profit Making

These Results are Obtained by Progressive Printers who use

The Cleveland Folding Machine



THE only Folder that does not use tapes, knives, cams, or changeable gears in folding.

Perfect in register, and 50 per cent faster than other folders.

Has range from 19 x 36 to 3 x 4 in. parallel.

Folds and delivers 4s, 6s, 8s, 10s, 12s, 14s and 16s single or in gangs.

Also regular 4s, 8s and 16s book folds from sheets 19 x 25 down to where the last fold is not less than 2½ x 3 inches.

Makes Accordion—and a number of other—folds that cannot be made on any other folder.

INSTALLED ON THIRTY DAYS' TRIAL. On an unconditional guarantee of absolute satisfaction.

WRITE FOR A COMPLETE SET OF SAMPLE FOLDS

The

Cleveland Folding Machine Co.

Cleveland, Ohio

Get Anchored to

JAENECKE'S INKS

And Your Ink Troubles will be fewer in 1911

THE QUALITY IS ALWAYS RIGHT

THE PRICE IS RIGHT

THE JAENECKE PRINTING INK COMPANY

NEW YORK PHILADELPHIA ST. LOUIS

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NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-nine | Chicago, February, 1911 | Number Two

Editorial Notes and Points

FROM Henry Bosch Company, Chicago, we have received a 1911 Calendar, published by The Osborne Company of New York and London, that contains an illustration head plate of especial attractiveness. It is a reproduction, in colors, of a painting by Fletcher C. Ransom, entitled, "There is No Place Like Home." The title leaf describes the picture, speaks of the artist and gives sentiments, suggested by this masterpiece of his work, in a way that appeals to all who have had a home to which they have ever returned with honor, as follows:—

When all is said and done, the greatest thing in this world is not success, nor money, nor power—the greatest thing in the world is love. Words cannot express what the mother feels when the distant son comes home again. He has gone out into the world, he has competed against other men and "made good," he is winning respect and prosperity and success, and he is *her* boy—who hasn't forgotten the old folks at home.

The proud "old man" out on the wagon has had his chat with the boy on the drive from the station. The husky young lad handling the trunk has felt the good hand-grip of an elder brother. The sister, in her elation, rushes to the garden gate for a kiss. But the most precious moment of the home-coming is the meeting with the mother at the door. "Be it ever so humble, there's no place like home."

Fletcher C. Ransom is the most successful living painter of American farm life. In painting this life, Ransom paints what he knows from personal experience, for he was himself brought up on a farm in the middle West. At the age of sixteen he was persuaded by one of his high-school teachers to study drawing, and for that purpose went to Chicago and entered the well-known art institute of that city. At the end of his course, he opened a studio in New York, where he soon attracted attention among the editors of leading magazines and weeklies. At the outbreak of the Spanish-American war, he had already made a name for himself as an illustrator, and was therefore sent by Collier's Weekly to the front as special artist. In fighting around Santiago he was present at El Caney with Capron's battery. Since the war he has devoted himself less and less to illustrating, and more to the serious work of painting in oil. He sees in the life of the farmer boundless material for picture making, and expects to devote his career to the serious interpretation of that life.

If there is boundless material in the life of the American farmer for the great printer, and of a character to inspire him to highest work and most effective artistic accomplishment, there ought to be found enough therein to furnish material and highest inspiration to editors of home papers who, through their publications, visit many country homes every week, and carry cheer, information and the awakening of noble purposes and worthy ambitions in the hearts and minds of old and young; tell of their efforts, hopes and achievements; send out the tender poems that make glad the hearts of the young and the stories of the deeds and attainments of the noble men and women, and point the way to educational institutions and facilities that afford the means to the making their own lives alike great, influential, servicable and truly grand in usefulness, accomplishment and attainment, as well and at the same time and in the same issues showing how farms may be made abundantly productive, attractive and enjoyable so that there will be no other place on earth quite equal to the home farm.

* * *

Advancement made throughout the world in all lines during the past ten years—the first decade of the Twentieth Century—is the wonder of all the ages. Scarcely has there been so much accomplished in any hundred years of the past, and, still we believe that this is only the beginning of accomplishment. It is not necessary to look far for the cause. These wonderful accomplishments have been through intelligent, friendly cooperation among men and nations.

* * *

As we commenced to write these notes, a letter from the Queen City Ink Company was handed to us, and we noticed the Queen Bee in the neat letterhead design. The Queen bee is nothing without the workers and the working bees are helpless without each other. A bee alone makes no honey. The bee works for and with the community—if it cannot find its way back to its fellows, to its colony home in a tree or hive, it becomes a senseless, inactive, useless insect.

unable to feed and destined to die of starvation. Elbert Hubbard in his lecture on "Religion in Business" takes the bee as his illustration of the necessity and value of co-operation, and the editor of the *Ben Franklin Messenger* of Minneapolis,, expresses a wish "That every ignorant, selfish, shortsighted, price-cutting printer could hear the lecture," and adds:

A hive of bees is the embodiment of industrial energy, possessing intelligence, beyond the ken of man, an example furnished by the All-Wise Creator, illustrating the first principles of co-operation.

In like manner, a man separated from his kind, has no intelligence. Sanity consists of co-operation. Some philosophers have said that a man working alone is a criminal. It seems to me that there are altogether too many lost bees in the printing business today.

Mr. Sheldon of the Sheldon School of Salesmanship, in a recent address to a body of men in Minneapolis, said: "When an insane patient begins to take an interest in the welfare of his fellow sufferers, there is great hopes for that man's early recovery. It seems to be the law of the Universe that we must take some concern in the welfare of our associates.

The success of one man is closely allied to the success of another.

Here is a lesson not only for printers but for all men. It is a lesson that the whole world is learning—that of mutual human interest and dependence.

* * *

No man, no community, no state and no nation is benefited by the ruin or poverty of another. The whole human family is joined together by a common bond of interest.

* * *

It is for the highest good of all that every nation, state, city, community, and every calling and every human being should reach the highest possible attainments, each along the lines for which nature, location, training, experience, traditions, and surroundings furnish the best opportunities.

* * *

All war, all strife, all unfair competition, all impoverishment, robbing or trenching upon the rights, resources or even the time of others, is but waste.

* * *

To use a famiiar illustration in political economy, the people who can most abundantly, economically and profitably produce rice, cotton, sugar, or tropical fruits, should produce these, and the peoples who can most profitably produce wheat, corn or other products should produce such products and exchange on a fair basis.

* * *

In the industrial world and in all communities, the man should be favored in doing that which he is best fitted to accomplish and be helped to become better equipped and more efficient. Anything different from this is waste as is the unending strife to secure products or work for less than cost. To bring this matter home we cite an incident right in line, that is given in the *Ben Franklin Messenger* for December, 1910:

During the past few weeks a request for estimates has been asked for on a job of printing amounting to a considerable sum by a business firm composed of upright, moral men. The firms which were requested for figures were informed that only three printers would be asked for figures, these three producing the same grade of work. It has required many years to establish the reputation for first-class work that these firms enjoy. Each of the firms in question devoted the entire time of the estimator for three days in making dummies and going over the estimates to a penny. The total time of estimating the job cost the printers of Minneapolis at least two hundred dollars. What was the surprise of these firms to be informed that the work had been let to someone who has yet to make the reputation for high grade work that this job involved, and at a considerable saving to the firm, but a great loss to the printers. Not only to those who wasted their time in figuring, but to the ones who received the work, for they will undoubtedly lose money in producing it. There had been at least half a dozen other firms asked to bid on the same work, some of whom had not the slightest evidence of equipment to produce such work. The question arises does it pay these firms to waste their time making estimates such as their experience with similar work would qualify them to make, unless they were absolutely sure the purchaser was acting in good faith.

This leads to another thought and that is, that one of the greatest elements of cost in printing plants is caused by the requirement of purchasers of printing to secure estimates on work—not all work, fortunately. This means an overhead charge which could easily be dispensed with, but which ultimately costs the consumer more for his printing. The next time anyone asks why the cost of printing should be at the figure it is, explain that it is made necessary by this senseless custom of asking half a dozen printers to figure on the same work. The cost of printing could be reduced very materially if only one firm was asked to make an estimate on each job. Why not develop this idea?

This requirement of estimating in competition, with a view of getting work at a lower price than may be profitable, is a sort of warfare, and those who cause the war in prices should pay the cost. In the first place, estimates should be charged for, and, if necessary, a deposit of a sufficient amount to cover the cost of any estimate should be demanded in advance. But what we intended to remark was that such competition is fatal to intelligent co-operation, and is injurious in principle.

* * *

It pays the man who wants printing to patronize and help to build up the man who is best fitted to do the work economically and in the most workmanlike, artistic and satisfactory manner.

* * *

Supposing that an attempt was made to carry on all business by a similar method as to estimates and competitive bidding that has prevailed in the printing business, and that every person who wanted to buy any merchandise at a store, any article of manufacture at a factory or shop, or any product of the farm, would ask for estimates and competitive bids every time from a dozen merchants or manufacturers, or makers of custom made goods, as tailors, or a dozen farmers and then, if a price is not given to suit his or her ideas, although entirely ignorant as to what would be a reasonable charge, should send off somewhere else for the goods, manufactured article or product? Of course, if such a plan were generally pursued, the result would be deterioration, impoverishment and ruin. Luckily, in most lines, there is such an organization, such an understanding of business principles as would make the one attempting to carry out any such a plan, merely an object of deri-

sion. Printers who permit such a system to exist are now proper objects of derision.

* * *

No printer should bid for work which he has not the proper facilities for doing economically and profitably. Wise business principles and intellgent co-opertion mean that a printer will take such jobs as are within or adapted to his knowledge, and turn over other work, that would in all probability prove unprofitable to him in his own office, to the printer with the proper facilities, and, likewise, that no prnter will give any price merely to keep business from another, or otherwise than at a figure that will insure a fair profit above all cost, including soliciting, advertising, rent, lights, heat, estimating, management, superintending, and waste, ink, bookkeeping, interest on investment, wear and tear of type and machinery, makeready, presswork, cost of stock with ten to fifteen per cent added to cover cost of handling, distribution and all other incidentals with added profit.

* * *

The best and most practical kind of co-operation is always to charge a full and living price based on ordinary equipment and skill. Anything that may be earned by superior facilities, ability, knowledge, reputaton and skill belongs to the wise possessors of these advantages—they represent years of study, preparation and experience and large outlays, during which the compensation must necessarily have been small and the added or increased profits therefore belong to the printer and not to the customer.

* * *

In all the callings, other than that of printing, not excepting even that of the minister or clergyman, this principle of reward in proportion to ability and efficiency is recognized. It is founded on or rather it is a part of, the well settled principles of economics and is beneficial in results, as it forms the motive for advancement, for greater attainments, for better work, for seeking after broader and more exact knowledge, more economic and better methods and higher, larger and more artistic accomplishments. All these work for the general good as well as for the good of the calling, and of all the worthy, aspiring members thereof. Any one who would expect a learned, eminent and experienced architect to keep his earnings down to the level of the merest novice, and give all the benefit and advantage of his superior ability and acquirements to his clients, would expect him to be unjust to himself and to his competitors. If such a practice is to prevail among printers there is little hope for the beginner, either for the present or for the future. It is a poor kind of co-operation among members of the calling, when the eminent and experienced and best equipped take no account of the value of the years of preparation or of their investments in knowledge and superior appliances, or give all the benefit thereof to their customers.

A Weekly Service Syndicate of Editorials

Messrs. Copper and Pease of De Soto, Wisconsin, are making a new departure with a view to the helping of their overworked fellow editors to give new interest to their papers. They call this service as above, and the first and second instalments of these editorials, in the shape of notes on events and matters of current interest, show ability, novelty and vivacity of a character, style and quality to make them attractive and pleasing, awakening, informing and in every way acceptable. The editorial departments of weekly papers are too frequently neglected because of the insistency of other demands, than that of writing editorials, on the time of the newspaper makers. Co-operation is the ruling idea of the times and we do not see why it cannot be applied to the improvement of the editorial page. The appearance of the same editorials simultaneously in entirely separate fields in no manner lessens their value, and then, having the matter in hand, each editor can, whenever desirable, add a few words or lines to give local color, even though he has no time to investigate and prepare an editorial properly covering the subjects. Mr. Copper is the editor of the "Newspaper Review" department of this JOURNAL and is a man of broad observation and much reading and, being the editor of a weekly home paper himself, has experience and a pretty thorough knowledge of what is wanted.

With a Record of More Than Seventy Years of Work W. O. Jewett Retires From His Paper and is Succeeded by His Sons

As one of the useful, active members of the National Editorial Association, Mr. W. O. L. Jewett, of Shelbina, Mo., has been known and respected by the members of the newspaper calling, throughout the nation, for twenty years and more. At the memorable convention of the Association in Asbury Park, July 1894, Mr. Jewett, as chairman of the Law Committee, presented a report that amounted to a most complete synopsis or digest of newspaper law, that showed much patient and intelligent research and that was pronounced, at the time, worth $100,000, in the aggregate, to the press of America. Since then he has served at different times on the Legislative Committee to the great satisfaction and benefit of the Association. The news of his retirement from the calling, which he has served so well and usefully, will be read with interest and feelings of regret although he has richly earned a vacation. It is some recompense to know that he is succeeded by his two sons, H. H. and E. W. Jewett, who took over the paper, the Shelbina *Democrat*, on January 1st of this year. The following editorial announcement and farewell in the issue of the paper, January 9th, is characteristic of Mr. Jewett and will be read with interest and profit:

"DOWN AND OUT."

"Is it a good thing to throw off responsibility? That is a question Is it a good thing to retire from business or professional work? That is another question. Some things are certain: It is easier to take hold than to let go. It is more exhilarating to climb the hill than to roll down it. It is better to wear out than to rust out.

"The writer practiced law more than forty years, and has edited a paper more than thirty—this makes more than 70 years of professional work. Is that not enough for one common man to do? Certainly he has earned the right to quit, and yet the question forces itself upon him, is it wise?

"But younger blood is needed in attending to the varied and exacting duties and heavy responsibility connected wth the running of a newspaper and keeping it abreast with the advancing procession. There are limits to human endurance, as well as to human life. So he yields to the inevitable, and gives place to others.

"The record he has made he leaves to be judged by his readers, feeling sure that in most cases that record will meet with charity, as only the very few have ever been harsh. He trusts his mistakes, which have been many, will all be forgotten, and that only his fixed purpose to advance the right as he saw it and to help his fellowmen, will be remembered.

"So long has he talked to his readers that he feels deeply attached to all of them, and it is hard to say good bye. Yet it has come to this. There are subscribers who have been constant readers since the paper was first published. The old guard has been faithful and he is especially attached to them. Then those who have come on since have been equally true and he does not forget their kindness to him and his.

"Those who now assume responsibility are pledged to keep the paper up worthy of its record and repute, and it is to be hoped they may make many improvements. The undersigned bespeaks for them the same liberal patronage, the same charitable judgment and kindly treatment which has been his through all these years. He surrenders the editorial chair at peace with all the world, so far as he knows, and with the kindest feelings for all his brethren of the Press, and for all mankind.

"He does not know how to express his full appreciation of the many kindly words spoken of and to him by individuals and by brethren of the Press. He assures all that his editorial work has been mainly a labor of love, and he feels that he has received more benefit from these labors than any one else; that he has simply tried to do his duty as he saw it, and he knows he has even failed to measure up to the full standard of this."

The high standing of Mr. Jewett, as an editor and as a man and citizen, is shown by the comments upon his retirement that appear in the ably conducted newspapers of Missouri, and that contain, in themselves, much that is instructive and suggestive of the true ideals of the newspaper man's work and calling.

ASKED TO WRITE THE HISTORY OF THE STATE PRESS.

The Macon *Republican* says:

"Colonel Jewett's retirement from the editorial sanctum will make a vacancy among the press gang that will be distinctly felt. He was not only a clear and vigorous writer, but he was, and is, a splendid fellow socially. We would suggest that he might, with pleasure, and to the great advantage of his state, devote himself to historical research. Now that he will have the time to indulge his natural inclination in that direction, we hope he will do something along that line. For instance, he could perhaps better than any other man compile a history of the various editorial meetings held within the past 25 years or more, and write sketches of the noted editors a generation back. We are not intimating here that Colonel Jewett is an old man—not at all—but he has sources of information concerning the editors of yesterday which few of today can call to hand. The Colonel is just now in the heydey of his mental powers and we look for some valuable work along the lines with which he has been familiar for many years—the law and the press."

"EARNEST, CONSERVATIVE, SUBSTANTIAL, CONSCIENTIOUS, INFLUENTIAL, WITH THE COURAGE OF HIS CONVICTIONS."

In the Mexico, Mo., *Ledger,* R. M. White thus summarizes Mr. Jewett's good characteristics, saying:

"The editor of the Ledger regrets very much to learn that Col. W. O. L. Jewett has leased his paper, the Shelbina Democrat, to his sons, and will retire from active newspaper work. The retirement of Colonel Jewett is not only a distinct loss to the newspaper fraternity of Missouri, but will be felt by the people of the state generally. Col. Jewett is one of Missouri's most earnest, conservative, substantial editors, conscientious, influential, and always having the courage of his convictions. The Ledger wishes him continued good health and prosperity, and extends best wishes to his two sons, who will now have active charge of the Democrat."

"STOOD FOR GOOD, CLEAN GOVERNMENT AND ADVANCEMENT IN HIS COMMUNITY—PRESERVED CURRENT HISTORY."

The editor of the Clarence, Mo., *Courier,* after thorough consideration and investigation, says: "It is with regret that we learn of the retirement of Honorable W. O. L. Jewett from the editorial charge of the Shelbina Democrat. Mr. Jewett has labored many years in this important and sometimes rocky field. He began the work in those troublesome times immediately following the Civil War and has worn almost out in an honest effort to give the news and preserve the history of the county and state. The editor of the Courier has just had occasion to look through the files

of our retiring brother's paper and one fact impresses us more than any other, that is that Mr. Jewett has always stood for good, clean government, and for those policies which tend for advancement to his community. As an editorial writer he takes rank among the best. His pen was made mighty by clear intelligent vision and a close observation of political events. Mr. Jewett is, as it were, the father of the newspaper fraternity of Shelby county. He is by far the oldest member of the craft. He took charge of the Democrat soon after it was founded, and has never laid down his pen until this date."

Commendatory of Past President Pomeroy

A recent issue of the *Publishers Bulletin,* of New York, gave the portrait of Past President Pomeroy of the N. E. A. with the following as to his work and life, and his paper, the Franklin (Pa.) *Repository,* that will be of interest to the readers of the NATIONAL PRINTER-JOURNALIST:

The Franklin *Repository* is one of the oldest papers in the Union, having been established in 1790 as a weekly to which was added a daily edition in 1883. Both are thriving and stand high in the esteem of the community.

A Nevin Pomeroy, the publisher, has been connected with the paper since 1877. His father, the late John Pomeroy, then being editor and proprietor. In 1891 he became the sole owner of the business and has for a number of years been prominent in politics, having served in numerous capacities most creditably. In 1894 he was elected to the House of Representatives, re-elected in 1900 and appointed superintendent of State Printing and Binding March 24th, 1903. He has also been president of the National Editorial Association, and is well known and popular with the fraternity throughout the country. The name of Pomeroy and the *Repository* are so closely related in the minds of all who are in contact with the field of journalism that they are really inseparable. The air of progressiveness is apparent in all departments of the paper, and the plant, a model one, is equal to that of any paper of its size in the country.

The system, both in its editorial and business management, has added greatly in establishing the *Repository* as a most welcome news purveyor to its readers, and publicity medium to its advertisers.

Advertising Manager Stuart L. Brown ably supports Mr. Pomeroy in producing one of the best dailies in the state of Pennsylvania, and his well-directed activities are shown by the large and desirable volume of business which is carried.

"Progressiveness," "A Model Plant," and "system in both editorial and business management" are things worth noting, and with these the reason of success is understood and made plain. To have been born to the business also has advantages.

Ralph Holton, chairman of the advertising committee of the Greater Des Moines Committee, will take charge of the answers to the Des Moines advertisements after the departure of Lucius E. Wilson and until a new secretary is chosen. He will be assisted by John Collander and B. S. Walker, the other members of the committee.

Having completed a quarter of a century as editor and publisher of the Emmetsburg, Iowa, *Democrat,* W. I. Branagan has just issued a special edition comprising four sections, entirely devoted to depicting the glories of his home city and Palo Alto County. Book paper is used and there are innumerable cuts of business houses and fine residences and all the features which one might expect at the hands of an enterprising newspaper man

Helping Agricultural Advancement

AGRICULTURE is and must ever remain the most essential industry of earth, for from the soil must ever come the products that sustain human life. The constituents and supporters of nine-tenths of the newspapers of the United States are directly dependent upon the farms of the country, and there are very few people who are not interested in farm news, improvements and progress. Farming has developed, within the half century in this country, into a science, with scientific methods, and has given most profitable returns to highest inventive and mechanical genius and skill. In view of these facts, it needs no argument to show that the newspapers, everywhere, find a most profitable field in matters and news pertaining to farming. Horace Greeley owed much of his popularity, influence and usefulness to his broad and practical recognition of these facts, and the most successful newspapers from the earliest days in this country have, as we showed in our review of some of the older paper of the West, in our January issue, placed farming first as of greatest importance. It has been a mistake to permit politics, news of the contests of office seekers and of the accidents and frailties of life; of crimes and tragedies, to overtop and crowd out those things that pertain to the productive interests, the development of agriculture and the building up of rural homes and the making for the prosperity and well-being, comfort and enjoyment of country life. The strife preceding, during and following the Civil War and the hot pursuit of public positions, first for the advancement of principles, later degraded into a mere struggle for positions, for power, graft and gain with the least possible service, and for imaginary honors,—for it is purely imaginary to think that the mere holding of a public office brings either greatness or honor or is any reward therefor or crown of merited glory—have led too many newspapers and too many of the people away from the real glory, joy and substantial, permanent success that comes from permanent usefulness and signal services and conservation in the useful callings. There has, within the past few years, been a revival, in the press, of all affairs affecting commerce, agriculture, conservation and all the industries, and a demand that government be conducted on business principles for the benefit of the people to whom the government belongs. The schools and universities, now, not only give culture but impart all practical knowledge, that will fit for good citizenchip and for useful, successful careers in all the callings of life. The newspapers and the schools are responding, nobly, to the new demands, and it has come to be recognized that practical knowledge, or the useful application of education; the bringing of the sciences to the service of mankind in the daily avocations of life, contains no less of culture, affords no less of dscipline, and mental

development, than does the study of abstract theories and principles; besides, such a system of study, a seeking to apply and test knowledge, adds new zest and interest and gives a natural all-around development of mind and body. The universities have been broadened in their work, the attendance of students has increased four fold in numbers. These thoughts were largely suggested by reading copies of the *Press Bulletin* of the University of Wisconsin, copies of which are sent out, every week, to thousands of farmers and many hundreds of newspapers. The press and the University of Wisconsin are working in cordial accord in the broadened fields of education. Naturally, we have been particularly interested in one article in the issue of the *Bulletin* of December 26, 1910, Vol. 2, No. 52, under the caption of "Country Life," giving particulars as to a "Conference on Wisconsin Country Life," in which we have agreed to take part. We are going to reprint this article here because we believe that the program contains many things to which all newspapers should be giving special attention, for their own benefit and the entertainment and profit of their readers, all the year round:

The two days' Wisconsin Country Life Conference to be held at the University of Wisconsin February 1 to 16, will cover the most important aspects of rural life problems in Wisconsin as they appear to those in close touch with the situation. The real needs of country life and the steps which are being taken by various organizations to improve rural conditions will, for the first time, be summarized in the experiences of the series of speakers who have been secured by the conference.

The conference will be opened by a discussion of its purpose by Dean H. L. Russell, in which he will outline the country life situation in Wisconsin. C. J. Galpin of Madison will discuss the social agencies in a rural community, presenting graphically the interrelated aspects of thhe country school, club, church and library.

"The Country Church as a Rural Center" will be discussed by Charles O. Bemies of Pennsylvania, who has won a country wide reputation by his success in correlating the agencies in his community for social improvement.

The possibilitiies for co-operation in connection with the construction of concrete silos will be presented by Prof. C. A. Occock, who will describe a plan by which a dairy community may promote the building of silos most effectively by co-operative endeavors.

The farmers' interest in pure-bred seeds and an account of how bankers, fair secretaries and others have co-operated with the college in the dissemination of highly bred seeds will be described by Prof. R. A. Moore.

ROUND TABLE CONFERENCE.

On the afternoon of each day a round table conference will give an opportunity for the detailed consideration of special rural agencies. On Tuesday, February 14, the round table will include the consideration of the country church, the business man, and farmers' organizations. In the evening President Van Hise of the University of Wisconsin will discuss the conservation of natural resources.

On Wednesday, February 15, the country Y. M. C. A. and its work for country boys will be discussed by E. L. Morgan, formerly country work secretary for Kansas. The "Weekly Newspaper as a Factor in Rural Improvement" will be the subject of an address by B. B. Herbert, Chicago, a well-known editor who has received more than local recognition for his effective service in this connection. Co-operative cow testing associations and their economic and social value will be described by Prof. G. C. Humphrey, and the fertility of Wisconsin soils will be presented by Prof. Whitson.

On the afternoon of February 15, "The Functions of the Church in Country Life Advancement" will be the subject of the life story of Rev. E. R. McNutt of Illinois, who has performed a national service in developing the church in his community. "Rural Health and Sanitation" will be discussed by Dean H. L. Russell, after which will be held the second round table, including considerations of the school, the press and the library as factors in rural improvement.

On the evening of February 15, will take place the recognition exercises of the college of agriculture, at which persons who have rendered eminent services in the advancement of agriculture will be honored with appropriate testimonials by the university. This will be a joint assembly of the Country Life Conference, Farmers' Course, Women's Course in Home Economics, Special Dairy Course, the Boys' Course and students and faculty of the college of agriculture.

What is especially gratifying to us personally, is that the subject, "The Weekly Newspaper as a Factor in Rural Improvement," was assigned without any suggestion or knowledge on our part, but wholly for the reason of our efforts in this cause. Such recognition is very pleasing, as we believe it should be to any newspaper man. Our gratification does not end here, however, but is still greater, over the fact that the time has come in the life of one of the greatest universities of this nation, when direct, intelligent, helpfulness to the people in their lives, conditions, occupations and work, is recognized as one of the leading parts of its activities, and that a calling that is all important, though it involves manual labor, is not to receive less but more attention than the professions of law, medicine or literature, and also that our great schools are being brought into direct touch with all the people. An impractical, theoretical, proud, self centered, so called, scholastic class, out of touch with the people, their pursuits and interests, is a curse rather than a blessing. True education means the direct opposite, and is the rounding out of all the powers and faculties of body, mind and soul. The students who are trained in a school that is constantly in touch and sympathy with the people, all their callings and interests, will have a higher, truer scholarship than those whose training is received in institutions separated from actual, everyday life and held down to the narrow circle of abstract sciences, to dead languages and speculative philosophy. God and the world need men, and men need all that there is in life, in association, fellowship and daily struggle, in contact with nature and their fellows, in comradship, friendship and "team work." Ministers will never help men far towards Heaven who have not known how to help and sympathize with them in all efforts for better conditions in this life. Editors who do not understand and who are not in touch with all interests, all callings, all daily life, and who do not understand the difficulties as well as the principles and obligations of government, of society, of all industrial, civic and professional life, will make a poor show as directors of public opinion or as intelligent purveyors of information.

Hon. P. A. Smith, 70, member of the state board of parole, and editor of the Scranton Iowa, *Journal*, died December 25th. Though he had been ill with Bright's disease, his death was unexpected. Mr. Smith was well known throughout the state, having edited the *Journal* for twenty-seven years. He came to Iowa in 1856 from Ogle County, Illinois, where he was born.

Proper Compensation

THERE has been a great deal said and written with regard to correct cost within the last few years, and still there are ever new things for consideration. The man who is successful does not, in this age, if he has once secured a proper organization of his force, pass all his work hours in his office. Franklin once said, "Keep your shop and your shop will keep you," But he lived in the days of small things in all lines of business, in an age when the proprietor was a working printer and worked side by side with his men, at the same time directing and superintendng. Even Franklin, while he had the charge and care of his shop, had many outside activities that developed printing, which he turned into his office.

The American Bulletin for December that contains, as usual, many valuable suggestions, as well as being a splendid specimen of typography, presents two articles, under the headings, "Making Business Profitable" (on the first page, set in eighteen point Cheltenham, old style condensed, giving a worthy and pleasing display), and "Small Incidental Expenses in the Printing Office" on the eighth page, that are especially worthy of study and consideration. We hope that all our subscribers have read these articles, but they deserve further attention.

The necessity of "Good Management" is most intelligently, convincingly and strongly enforced in the first article, which deserves to be framed and hung up, in every printing office, over the desks of both the proprietor and the manager. The whole article merits repetition in every journal devoted to printing or newspaper making, but, on the supposition that all our readers have the *Bulletin* to which they can turn, we only reprint the following paragraphs for the purpose of brief comment and enforcing the importance of, and recalling attention to, the whole article:

"Your business is a profit-making machine. That is what you bought it for—Profits! Not wages. Why accept worry and care for Wages, which you can get as a care-free employee?

"See, then, that Your Profit-making Machine is running right. That Good Workmen are amply provided with the wherewithal to work with. That machines are always in good order. That no employee can excuse his low output or his ineffective work by your neglect.

"The Great Enemy in the Printing Office is Unproductive Time, that is Paid for by You. No one but Yourself can slay that Enemy. Good Management is the Weapon to Kill it with.

"Without Good Management a cost-finding system will avail little. It is true that a conscientiously-kept cost-finding system will reveal weak spots in the management; but here an ounce of prevention is better than a pound of cure.

"The well-managed printing office can do work at lower prices than the badly-managed printing office, and make more Profit on the work."

However, it was of one of the points of the second article as to "Small Incidental Expenses in the Printing Office" that we really intended to write and that really suggested the first thought that we have given. The paragraph containing this point or suggestion is as follows:

"In the first place, there should be figured into the cost a salary for the proprietor. In other branches of industry this is always done. There is a small restaurant in Boston that pays the proprietor $10,000 a year, although he shows up on the premises about once in every decade. Aside from this salary he gets all the profits, and the business is run with the idea of making such profits. That restaurant is crowded day and night. If the price wasn't 'right' on the food, if they overcharged in their efforts to make profits, would this be so? Such salary, in all branches, is regarded as legitimate returns to the brains that built up the business. There is no reason why the printer should hesitate to charge it."

Now we do not believe that anything can legitimately be figured into the cost of printing or of any other business, as a part of the real, or actual cost, in the shape of a salary to a proprietor or any one else unless such proprietor is rendering some return for such salary but as we understand the writer of this article, the proprietor is really doing work toward the keeping the business prosperous, growing and profitable. One may be absent from the business procuring useful, practical knowledge which he transmits to the manager, or adding to the broader fame and popularity of the establishment and thereby turning in a constant and increasing stream of profitable business, and make or cause more profit to the business than any other man employed therein. When a proprietor is attending an association of practical, progressive men, or a Cost Congress, he is frequently doing more valuable service for the business in securing knowledge as to new methods, new appliances, proper business management, correct methods of ascertaining actual cost, or the proper charges to be made for work, and new, or previously unknown avenues open for increasing business, than he could render in a whole year tied to or cooped within the four walls of the office. The same is often true when a man gets out in the world of manufacturing and commerce with his eyes open, forming new acquaintances and getting into new business relations and in touch with new demands that may be developed into profitable lines of work It often pays big for a business to employ a trained, experienced man, for the purpose of inquiry and observation. In the line of specialties or what might be termed manufacturing printing or the designing products for sale—as against commercial work originating

with, and done for, customers in competition, on estimates or bids with others—this kind of outside inquiry, research and engineering through visiting and getting in close and friendly touch and intelligent understanding with manufacturing and commercial establishments, banking and other financial institutions and the managers and the advertsing departments of transportation companies, and learning of their wants and ideas and securing the practical opinions of the men upon whom the work of salesmanship and promotion rests, is all especially necessary and valuable. A printer or editor is entitled to just remuneration for what he has successfully planned or developed that continues to return an increasing profit whether he be proprietor or an employee and such reasonable compensation is a rightful charge against the business.

The man who invents a machine is protected in his right of compensation by a royalty on every machine manufactured unless he sells out the right for a lump consideration. Why, then, has not the man who develops, or invents and introduces new methods by which a business is made permanently profitable, a right to share in the profits either directly or by an agreed compensation in lieu of profit-sharing? A man has a right to demand and receive pay for the products of his brains.

"Against the Government Fostered Monopoly"

The movement on the part of the united printing, paper, publishing and stationery industries of the country to secure from Congress, what in the case of many concerns amounts to self-preservation against the present Government fostered monopoly in free printed stamped envelopes is up against another difficulty in the form of delays of various kinds which its enemies—only a few in number, but very powerful—are able to throw in its way. The Nelson-Tou Velle stamped envelope bill is before the Senate Committee on Postoffices and Post Roads, Mr. Penrose, of Pennsylvania Chairman.

It is hoped by the members of the National Joint Committee, representing the various industries concerned to secure an early consideration of the bill by that Committee. It seems evident that a considerable majority of the Commitee, and also of the Senate, favor the bill, believing that this unfair and impossible competition by the stamped envelope monopoly ought to be done away with for the preservation of those industries immediately concerned, and that the larger aspect of the case, namely; the anti-monopoly issue, is becoming more and more clear. So if the Senate Committee does not permit the bill to be reported and the Senate does not pass it, that means another four year contract for the present monopoly, and then it would be in all probability good-bye competition forever, and, it is believed, or at least it is hoped, by the representatives of the National Joint Committee that no one in the Senate, no matter how irresponsible to his constituents he might be, can afford to do anything but prevent that calamity.

On New Year's Eve., Arthur Capper, the Topeka, Kansas, publisher, entertained his 550 employes, and their families and friends at a masque ball given in the city auditorium at Topeka. A short vaudeville entertainment preceded the dancing. This was the sixth annual reunion of the Capper force.

Several Kansas newspapers are persistently booming Arthur Capper, publisher of the Topeka *Daily Capital*, *Farmers' Mail and Breeze* and several other papers, for Governor of the State.

Printing and Successful Instruction of Printing in the Philippine Islands

Bureau of Printing, Office of the Director,
Manila, P. I.

December 6 1910.

My Dear Sir:—I take pleasure in sending you, under separate cover, a copy of the Desk Book of the Bureau of Printing of the Philippine Government.

Less than a decade ago the Bureau of Printing was established in Manila. At that time the Filipino craftsman had no knowledge of the Linotype, modern printing machinery, photo-engraving, electrotyping, and embossing, for only the crudest efforts at letterpress printing were in evidence before American occupation. During the three hundred years of Spanish rule practically no effort was made to improve the quality of the product or to increase the intellectual capacity of the producer Among the more than twenty distinct race divisions, composing a population of 8,000,000 people, technical knowledge of printing was confined to a few Spaniards and a few Tagalos in the city of Manila.

When the War Department, upon the recommendation of President Taft, then Civil Governor of the Philippines, decided to establish a Government printing office at Manila, we were instructed to prepare specifications for the equipment of an up-to-date printing establishment in which to instruct natives in all branches of the printing trades. The work was begun by organizing the office along modern business lines, by the employment of instructors of demonstrated ability, and by establishing an apprenticeship system which has been pronounced a model for a manufacturing institution. Apprentices are required to attend English night schools, and their technical instruction is of an order that appeals to the intellect to grasp and not to the eye to copy. They are not forced to acquire mechanical skill by chance contact with the daily routine of the journeyman, but are under the constant supervision of efficient American instructors. As a result, Fillipinos today constitute 92 per cent of the Bureau personnel, many race divisions and nearly every province in the Islands are represented, English is the common language substituted for the dialect of each race, and the native is acquiring an education simultaneously with a useful trade.

All materials entering into the Bureau of Printing product are imported, the base of supplies being located 15,000 miles from this office. Every mechanical operation involved in the making of the Desk Book—composition, electrotyping, halftone engraving, presswork, and binding—was performed by native employes of the Bureau of Printing, under the supervision of American instructors. Yours very truly,

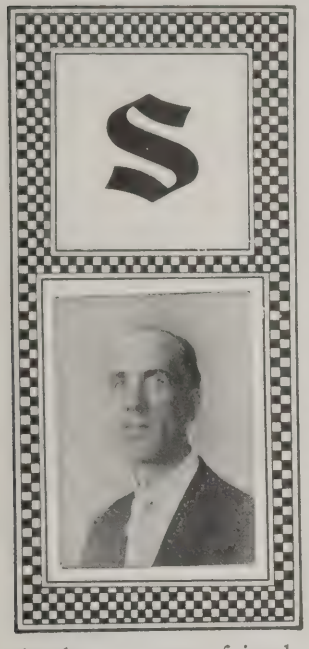
John L. Leech,
Director of Printing.

[This book was duly received and passed over to Mr. Hanson, who has given a brief review thereof, in the "Job Review Department." The work confers great honor upon the native printers and their instructors, and is very highly prized, both for its contents and illustrations, as well as a splendid specimen of up-to-date, artistic typography.—The Editor.]

Arthur Capper of Topeka announces that he has purchased the *Breeders' Special* of Kansas City. It will be consolidated at once with one of the "Capper Publications," the *Missouri Ruralist*, purchased in June, 1910, by Mr. Capper and published at Sedalia. *Missouri Ruralist* has been removed to Kansas City. This consolidation makes *Missouri Ruralist* one of the strong farm weeklies of the Central West. Its circulation will be confined as far as possible to Missouri. The *Breeders' Special* was established four years ago and has been recognized as one of the leading live stock papers of the country. The purchase included a completely equipped modern printing plant. Mr. Capper now has in Kansas City, *Missouri Ruralist*, with its mechanical plant, an engraving plant known as the Capper Engraving plant, and an advertising office. These three branches of Mr. Cpper's business are now in separate locations, but they will be consolidated, as early as practicable, in one building.

REVIEW OF JOB PRINTING

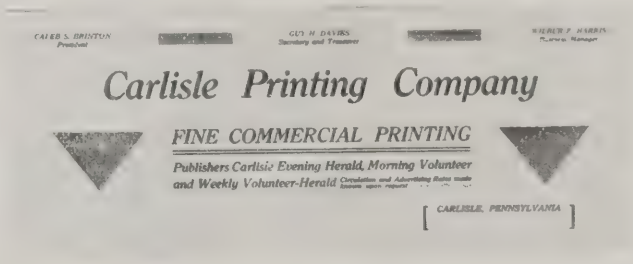
Address all communications to E. S. Hanson, 57 Washington St., Chicago, Ill.



SANTA CLAUS was very good to me in the way of remembrances from readers of this department. I wish I could comment on all of them and show them separately, but the best I can do is to give a group of reproductions of some of them. Others are so printed that an engraving from them is out of the question. I had thought to get up something of the kind myself to send out to my many friends, but I just took on some new work a short time before Christmas which has kept me busy day and night. There is nothing I would rather get than a delightful remembrance of this kind, and I wish to thank my many friends in this way, as I should do personally were I not so crowded for time.

I have been trying the past few weeks to decide what we ought to have next in the way of a contest. It seems to me high time that we have something of the kind, but I am not sure just what would bring out the most talent and develop the greatest interest. If any of the readers of the department have any ideas as to what they would prefer along this line, I should be glad to hear from them. It is not an easy task to conduct one of these contests, as all who have ever tried it well know; and yet there is nothing in connection with my work on the department which gives me more enjoyment. And I believe these contests are equally enjoyable not only to those who take part in them but to others of our friends as well. I am extremely anxious that when we do take up another contest it shall be of such a nature as to elicit the greatest amount of interest, and I should therefore be thankful for suggestions as to what our friends desire. The fact that prize winners in the past have used that fact in their own advertising as showing their work to be of exceptional quality, is proof that the winning of these places is appreciated by the winners and that they are places worth seeking for. Let us get into the contest spirit, therefore, and work out together something that will be really worth our time and effort.

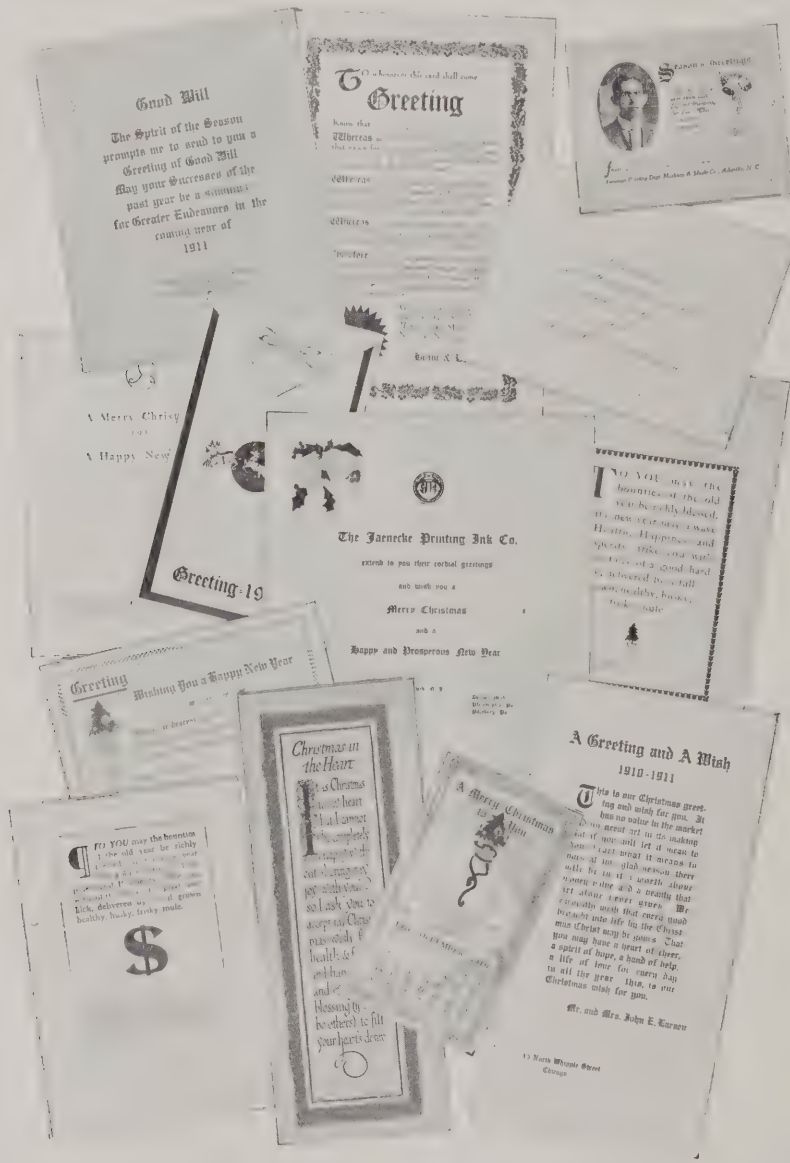
C. F. Smith of the Carlisle Printing Company, Carlisle, Pa., sends a letterhead for his company on which he asks criticism. I think there is, perhaps, but one criticism that can be made, and that is that the head would look fully as well, and in my opinion, much better, with the ornaments omitted. These ornaments are printed with a separate printing in a dull, neutral tint, although this fact may not show in the reproduction. The other printing is in green and red, the initials of the main line and the two rules being in red and the rest in green. This makes a sufficiently strong display without the ornaments. The only other suggestion I should make at all would be that the space might be somewhat reduced between the main line and the matter below. If Mr. Smith has this form standing he might be interested in working a few sheets along the lines I have suggested, and noting the improvement, if indeed it prove to be an improvement at all. As I have often stated in these pages, the suggestions which I make here are for the most part suggestions only, and some of them might prove to be entirely wrong if worked out in actual practice. They are based, however, not alone on my own experience but on the experience of others, and a close study of the best work, and I sincerely hope that for the most part, at least, they are founded on correct principles. Their purpose is at all times to furnish something which will be really helpful to those who ask for criticism, and I should be glad to hear at any time from those who have followed my suggestions, whether they think that the work has been improved thereby or not.



I am glad to receive some more work from J. L. Frazier, foreman of the *Daily World*, Lawrence, Kansas. He says that if there is anything wrong about his work he is the first to want to know it. That is the right spirit, and I trust it is the spirit which animates all of those who send in specimens. He asks in the first place what I think of his letterhead. I am free to say that I do not like it as well as some of his other work. On account of the aluminum background I am not able to give a reproduction of this head, so that the criticisms which I make on it can be appreciated by Mr. Frazier only. I am not sure that I like this aluminum background, although it is very well done from a mechanical point of view. If a background was to be used at all, it occurs to me that a

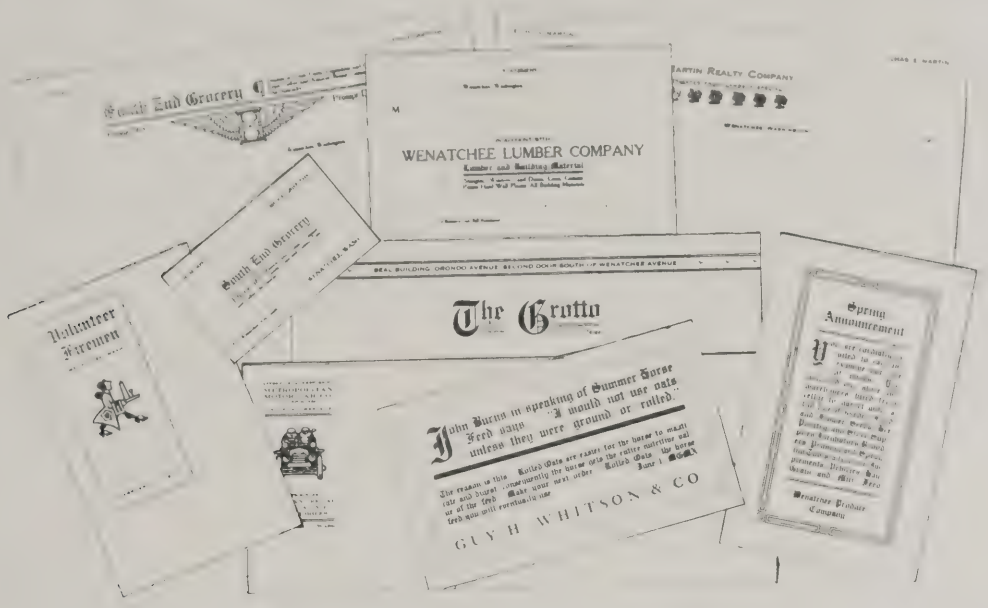
much lighter one would have been better, allowing the main line to stand out strongly. I should prefer, also, to have the date line in some other type than the Old English. I am rather averse to such a pronounced text for a date line at any time, as I believe a text should be saved for more important lines. It occurs to me, also, that the line, "Publishers : : Printers : : Binders," might better have been closed up, making it shorter than the main line, as the latter is scarcely strong enough to admit of the present method of treatment. Were the line below it shorter, it would stand out strong and present a better appearance. This would be better for another reason, and that is, that the ornament at the top throws the type down below the center of the panel. By shortening the second line there would be apparently more open space below the main line, and this would give a better effect of centering. Your Christmas printing is very satisfactory, indeed, and I have no fault to find with it at all. It has the spirit of the season and is extremely well printed. From the amount of this work which you send I imagine that you went after this class of work at the holidays and made a specialty of it. That is the only way to do it if you are going to spend money for special ornaments and borders such as you have used.

I consider myself fortunate in securing a copy of the Desk Book, published for the employes of the Bureau of Printing for the Philippine Islands, Manila. It is a large book of about 300 pages and consists of a revised manual of style, useful information for compositors, pressmen, engravers, etc., and specimens of type used at the Bureau of Printing. It is not an ordinary government document in any sense of the word, being printed on good S. & S. C. paper, with a title page in three colors on heavy plate stock, and rough brown cover embossed in gold, and gotten out generally after the manner of the highest class of catalogue work. I am showing the title page, which will give something of an idea of the painstaking typography which characterizes the entire work. At some other time I shall probably want to take up some of the details of the rules given in this book, but at present I shall confine myseslf simply to its typographical appearance. It does not impress one in any way as having come from the other side of the world where people are supposed not to know how to do things as well as we do in this country. It is as careful a piece of composition, proofreading and make-up as one could imagine, and is put through the press faultlessly. A glance at the specimens of type used at this Bureau of Printing will also dispel any



A Bunch of Holiday Greetings From Our Friends

idea that the people of Manila are not strictly up-to-date. The faces include Tiffany Text, Copper Plate Gothic, Cloister Black, Engravers' Old English, Cheltenham, Engravers' Bold, as well as a liberal selection of wood type running up to 41 line. A generous selection of brass type for bookbinding purposes is also shown. The book is not only interesting in itself as a piece of typography but will be a revelation to a great many people as to the condition of things in our island possessions.



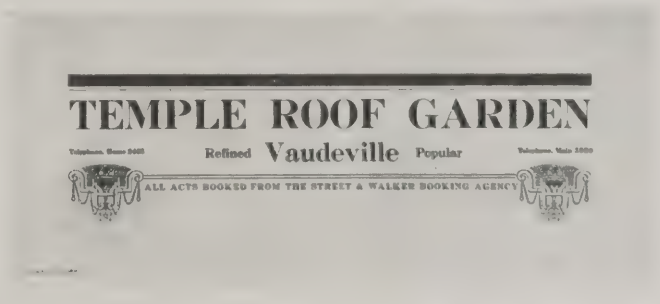
I am showing two pages from a catalogue of the Calculagraph made by the Calculagraph Company, 9-13 Maiden Lane, New York City. The cover page is in two colors, the ornamental work being in a light shade of green. The display work is commended to careful consideration as being a strong piece of work not only to attract attention but to hold it and bring out with strong emphasis the idea which it is desired to impress upon one. The next page shown is a good sample of most of the pages of the catalogue, nearly all of them having one paragraph which is emphasized by underlining. I have always rather discouraged very much underlining, but I find in my own case, that as I ran through the book my attention was irresistibly drawn to these paragraphs and the result is that I have not only learned something about the piece of office furniture which the catalogue describes, but have had developed in me a certain amount of

Title Page of Desk Book, Bureau of Printing, Manila, and two pages of Calculagraph Catalogue (By error of the engraver these were all made on one plate)

L. E. Ovenden, Wenatchee, Wash., sends in a bunch of printing much of which is above the ordinary enthusiasm in regard to it. That is what this class of printing is for, so that I judge from this that it is successful and satisfactory work.

About the only thing which I would not allow to pass, were the work done under my supervision, is the check for the Wenatchee Undertaking Company. The spirit of apple culture has so pervaded this territory that Mr. Ovenden has decorated this check with the illustration of a young lady eating one apple and holding out another to someone else. This is in two colors and is entirely out of keeping with the formal nature of a check, to say nothing of a check sent out by an undertaker. The same apple illustration is on some of the other printing, but is entirely in place. The work is all handsomely put through the press and much of it is worthy of careful study. I am reproducing some of the stationery and other things out of the lot.

I am here showing a letterhead design taken from one of Barnhart Brothers & Spindler's circulars,



showing Franklin Roman. The ornamentation is in a tone which blends so well with the paper that possibly it will show very slightly, if at all.

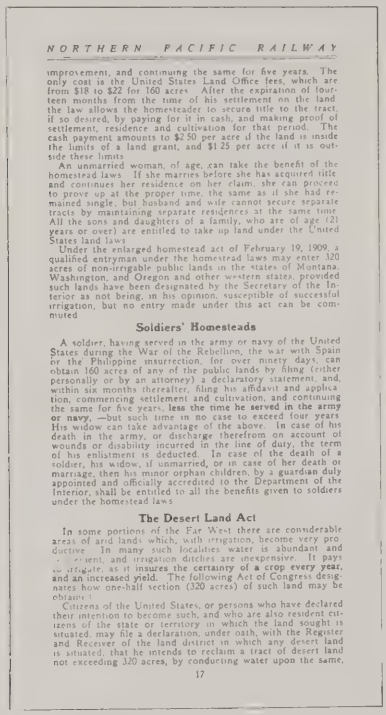
Herbert R. Smith, formerly of Washington, N. J., has jumped in among the big printers in Boston, and is evidently doing himself credit. For a time he was with the Murray & Emery Company, during which time he executed some very good work, among which were inserts for the company's house organ entitled, "Inklings," some of which are being reproduced here. These people evidently knew a good man when they

had him, for I notice that a little paragraph in the house organ has this to say:

And then this last month we discovered another artist compositor over in New Jersey—a real "hummer" like the proverbial Jersey "skeeter." We found him through his specimen work exhibited in the trade journals. He came high too, but he is here with us.

After a short time here, however, Mr. Smith went over to the Griffith-Stillings Press, where he is now located. I hope to see some of his work from there very shortly.

I have had a number of things to say recently about running heads, some of them being in regard to booklets for the Northern Pacific Railway. I must comment on another one from the same source, although the printer has not put his imprint on it, so far as I have been able to find. A page from it is shown, the special point I wish to make being that the running



NORTHERN PACIFIC RAILWAY

improvement, and continuing the same for five years. The only cost is the United States Land Office fees, which are from $18 to $22 for 160 acres. After the expiration of fourteen months from the time of his settlement on the land the law allows the homesteader to secure title to the tract, if so desired, by paying for it in cash, and making proof of settlement, residence and cultivation for that period. The cash payment amounts to $2.50 per acre if the land is inside the limits of a land grant, and $1.25 per acre if it is outside these limits.

An unmarried woman, of age, can take the benefit of the homestead laws. If she marries before she has acquired title and continues her residence on her claim, she can proceed to prove up at the proper time, the same as if she had remained single, but husband and wife cannot secure separate tracts by maintaining separate residences at the same time. All the sons and daughters of a family, who are of age (21 years or over) are entitled to take up land under the United States land laws.

Under the enlarged homestead act of February 19, 1909, a qualified entryman under the homestead laws may enter 320 acres of non-irrigable public lands in the states of Montana, Washington, and Oregon and other western states, provided such lands have been designated by the Secretary of the Interior as not being, in his opinion, susceptible of successful irrigation, but no entry made under this act can be commuted.

Soldiers' Homesteads

A soldier, having served in the army or navy of the United States during the War of the Rebellion, the war with Spain or the Philippine insurrection, for over ninety days, can obtain 160 acres of any of the public lands by filing (either personally or by an attorney) a declaratory statement, and, within six months thereafter, filing his affidavit and application, commencing settlement and cultivation, and continuing the same for five years, less the time he served in the army or navy, —but such time in no case to exceed four years. His widow can take advantage of the above. In case of his death in the army, or discharge therefrom on account of wounds or disability incurred in the line of duty, the term of his enlistment is deducted. In case of the death of a soldier, his widow, if unmarried, or in case of her death or marriage, then his minor orphan children, by a guardian duly appointed and officially accredited to the Department of the Interior, shall be entitled to all the benefits given to soldiers under the homestead laws.

The Desert Land Act

In some portions of the Far West there are considerable areas of arid lands which, with irrigation, become very productive. In many such localities water is abundant and cheap, and irrigation ditches are inexpensive. It pays to irrigate, as it insures the certainty of a crop every year, and an increased yield. The following Act of Congress designates how one-half section (320 acres) of such land may be obtained:

Citizens of the United States, or persons who have declared their intention to become such, and who are also resident citizens of the state or territory in which the land sought is situated, may file a declaration, under oath, with the Register and Receiver of the land district in which any desert land is situated, that he intends to reclaim a tract of desert land not exceeding 320 acres, by conducting water upon the same,

17

head is out of harmony with the rest of the page. The type matter is set solid and is in rather a heavy face and the sub-headings are decidely black. The running heads, however, are light and are made still more so by being widely letter spaced. The general effect, therefore, is inharmonious.

Harry F. Polk wants to know how I like his work for a country printshop in a town of 200, this town being Veblen, S. D. There are a great many towns

E. J. POLK — ROBINSON'S CIPHER — W. C. POLK

POLK BROTHERS' FLOUR MILLS

CORN MEAL — MISSOURI SOFT WHEAT FLOUR

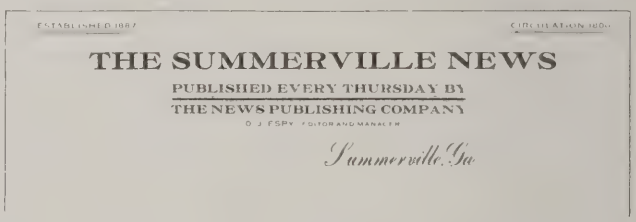
OUR BRANDS
FINEST OF THE WHEAT
TIP TOP
BIG MISSOURI

GROUND FEED — TURKET HARD WHEAT FLOUR

HARRISONVILLE MO

of 200 which do not know anything about getting out job printing at all. Where they do, their efforts are usually crude and amateurish, much more so than the work which Mr. Polk sends in. The letterhead for his printing company is quite satisfactory, though it would be improved by a less generous use of Old English. The head for the flour mills I consider much better. In reproducing this I would say that it is a combination of blue and red, the names of the brands throughout being in red.

The foreman of the Summerville *News*, Summerville, Ga., sends in a letterhead on which he asks criticism. This is the first time he has written to this department, as he himself confesses, and I shall have to acknowledge that his signature is such as to defy my powers of comprehension. Did not this gentleman claim to be a printer, I should at once declare him to be a banker or otherwise interested in high finance. The letterhead is fairly satisfactory, although I should prefer to see some larger initials introduced into the main line. Or perhaps I had better



ESTABLISHED 1887 — CIRCULATION 1800

THE SUMMERVILLE NEWS

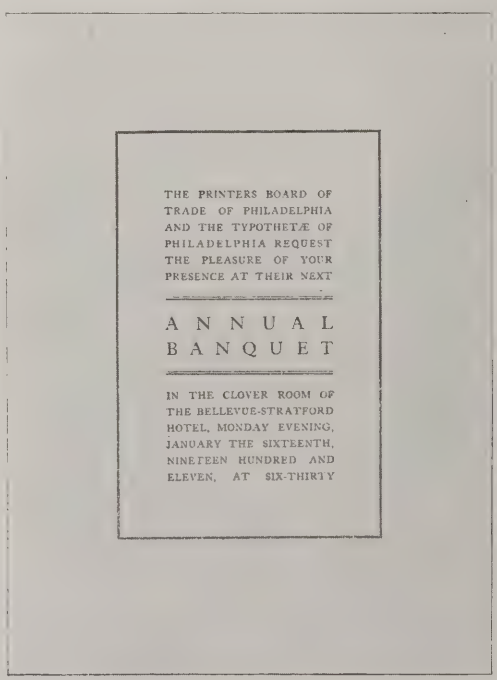
PUBLISHED EVERY THURSDAY BY
THE NEWS PUBLISHING COMPANY

O. J. ESPY, EDITOR AND MANAGER

Summerville, Ga.

say, let the initials remain as they are and set the balance of the words smaller. I see no particular advantage, either, in the combination of red and blue for this main line. It is a combination which I do not particularly care to see, unless it is on poster work, where it can be ussed to very good advantage. On initials it is also sometimes advantageous, but for an entire line, as in this case, I do not care for it. Perhaps I am mistaken, however.

This plain little announcement is commended to printers everywhere as being worthy of study and



THE PRINTERS BOARD OF TRADE OF PHILADELPHIA AND THE TYPOTHETÆ OF PHILADELPHIA REQUEST THE PLEASURE OF YOUR PRESENCE AT THEIR NEXT

ANNUAL BANQUET

IN THE CLOVER ROOM OF THE BELLEVUE-STRATFORD HOTEL, MONDAY EVENING, JANUARY THE SIXTEENTH, NINETEEN HUNDRED AND ELEVEN, AT SIX-THIRTY

emulation. Try something like it the next time you are at your wits' end to plan out a display for a piece of work of this kind.

W. W. Browning & Co., Ogden, Utah, send two large advertisements of mercantile houses for criticism. The principal thing which attracts my attention is the lack of adequate contrast. Either the display lines should have been made stronger or the body matter set smaller and lighter.

Every time I get a copy of that little publication called "*Character,*" from the Griffith-Stillings Press I am inclined to want to make large extracts from it. Were I to take everything that is good I would not only take up more space in the PRINTER-JOURNALIST than the publishers would care to allow me, but I should also get into trouble with the Griffith-Stillings people by reason of the copyright law. Here is one thing, however, which I must give you in order to emphasize some of the things which I have tried to say from time to time.

DOES IT PAY?

Does it pay to send poor printing through the mails?

As well may one ask, does it pay to hire a tramp as a traveling salesman, to have ragamuffins as clerks, to employ ruffians as delivery men and to try and do business in the slums?

No it does not pay to send poor printing through the mails, through house-to-house messengers, or to attempt to deliver it in any way whatever. Poor printing can do much more good to one's business by being undelivered, or, to put it in a truer and clearer light, it will not do as much damage undelivered as it would delivered.

For the world judges you and your business by external evidences. Mr. Dun or Mr. Bradstreet has a neat little way of "getting behind the scenes" of external evidences, but the average buyer that you hope to reach is almost altogether influenced by "the front" you make.

Your appearance, your store's appearance, your stock's appearance, your advertising appearance, all these go to make up the sum total of what the world calls "appearances" and are what influence people in determining whether or not they care to do business with you.

The printing issued by any concern is a most important feature of its "appearances." It should make a correct appearance to make a correct impression. That's all there is about it!

Poor printing does not pay.

"No Better Way to Keep Posted"

A READER OF THE N. P.-J. FOR TWENTY-THREE YEARS—ABLE TO RETIRE AND TRAVEL IN THE ORIENT.

PLATTEVILLE, WIS., January 16, 1911.

Mr. B. B. Herbert, Chicago, Ill.

DEAR FRIEND HERBERT:—Enclosed please find draft for $2.00 to pay for JOURNALIST for the coming year. While I have retired from the *Witness*, I still have a lively interest in the affairs of the press throughout the country, and I find there is no better way to keep posted than through your *Journalist*. I have taken it ever since you started it, and I have some of the first numbers, and sometimes, to renew old-time incidents, I look over them, and am always very much interested. You know I was with that memorable Florida trip, the first one taken by the National Association, and only a few days ago I looked over the photographs taken of the party at numerous places, while on the trip, and I wondered how many of the party were still living. That came pretty near being a "stag" party, only one lady properly belonging to the Press being with us.

Mrs. R. and I took another trip abroad last summer, this time going to the Orient, visiting Athens, Constantinople, Cairo, and spending three weeks in Syria and Palestine, visiting most of the places made memorable by Christ during his ministry. We had one of the best conductors, Prof. A. E. Bailey, of the Dunning Co., Boston, as well as a most delightful party of forty people, nearly all preachers and teachers. Mrs. R. had not been in good health for a year, but she came home greatly benefited by the trip.

Mrs. R. joins me in kindest regards to yourself and your good wife, and we shall be delighted when we shall have the pleasure of meeting you both again. Sincerely yours,

M. P. RINDLAUB.

The Press and Crime

WHILE in New York City, on December 10th, we attended evening services at the Church of the Ascension, on Fifth Avenue, and listened to an address by the Rector, Dr. Grant, on the topic, "The Press and Crime." The learned Doctor, early in his discourse, quoted three adverse criticisms of the newspapers, one each for the seventeenth, eighteenth and nineteenth centuries. The first was to the effect that "Men of quality are sent to foreign countries as ambassadors to lie for the profit of their country; newspaper men remain at home to publish lies for their own profit." His other two quotations were from Johnson and Napoleon, neither of whom seem to have loved the newspapers. He then quoted from a modern writer, who is writing a series of articles, and who had carefully analyzed the press for six months, and found that only thirty-eight per cent of the contents consisted of matter really worth while; twenty-eight percent was low and harmful and twenty-four per cent frivolous. (We write wholly from memory after a lapse of a full month, and our figures as to the last two percentages may not be entirely exact, but they are very nearly so). He told of a trip around the world. When the members of his party reached San Francisco, they found that the newspapers spoke of New York as the back-door of the continent; when they reached Japan, they found that the American newspapers were very little known; in China less known, and in India they were not known at all. They traveled on around the world and did not see an American newspaper until they reached New York again, and what surprised them was that "they found they had lost nothing thereby." He had previously spoken of the filth of the press, and condemned them for emptying the sewage of slums into the homes every morning and night. He spoke of the power of criminal suggestion and stated the difficulty of avoiding the newspaper filth by his hearers even while hastily looking through the papers to find "their financial news." He spoke of the news of the "tenderloin"—a word which sounded out of place in so refined an audience of men and women, with the members of his surpliced choir, the boys on one side and the girls on the other side of the pulpit, all robed in white. It is the most vulgar and suggestive word used today and no newspaper, designed for the homes of the people, that uses it, should be permitted to pass through the mails. We feel like apologizing for using it even here, as a quotation from a clergyman. By its use, he unwittingly, furnished the strongest proof of the contaminating influence of vile newspapers. He had evidently read such and had not escaped the blunting of the finer sensibilities.

He said, that we cannot change the papers, but can refuse to take them and intimated that this would help to work a cure, referring to the fact—most un-

fortunately as an illustration for his argument—that the New York *World* had been so reduced in circulation, previous to its purchase by its present owner, that Mr. Pulitzer was able to buy it for $100,000. Anyone familiar with the New York *World* under Anton Marble knows that it was then the cleanest and ablest newspaper in New York City, high in its pure, literary standards and in the character of its editorials and news. The outcome showed that it was above the intellectual and moral character of the people of New York, where patronage was sought. Mr. Pulitzer changed its character, at once, to grossest sensationalism—though the paper has since, in a measure, reformed in this regard. The vilest paper we ever purchased was a copy of the nine o'clock night edition of the New York *World,* some ten years ago, when coming into that city on a late train from New England. It was evidently issued for the slums, the denizans of which naturally have not lost human sympathies that make those in the lowest and vilest conditions, as well as those in the better and higher conditions, kin to, and interested in, the doings and woes of those in like circumstances. Mr. Pulitzer evidently acted on the idea of giving the people what they wanted, and made millions by understanding the demands and meeting these demands. Rev. Grant argued, however, that the papers were not published to meet an existing demand, but that the people accepted what was offered—thus placing the guilt wholly upon the publishers.

This service, at the Church of the Ascension, was called the "Peoples" and closed, as we noticed (after leaving), on the nicely printed church bulletin, with an address at 9 o'clock on "Scientific Business Management." We had thought that the service was over, after the beautiful recessional march of the choir, so we missed that part, which would, doubtless, have proved most useful to our readers.

Now, we are not seeking to condemn Dr. Grant. Most of his criticisms of the press—from the point of view of our observations of late years—were deserved. The only difficulty is in drawing the line. The Bible contains a record of some of the vilest crime ever committed by men and we do not presume that Dr. Grant would condemn the Old Testament Scriptures and have them expurgated, or excluded from homes, pulpits and libraries, on that account. These crimes are supposed to have been recorded for the revelation of the Divine condemnation of sin, possibly, also as warnings, and revelations of the weakness of human nature and the terrible results of the indulgence of human passions, though the actual condemnation is not always direct. Crimes can certainly not be said to be exploited in the Bible, though they are narrated, as, for illustration, the adultery of David, the murder of the woman's husband—a loyal soldier in his own army—and the terribly bestial crime that resulted in the slaying of the members of the Tribe of Benjamin—men, women and children—excepting some one hundred and fifty men, who seemed only to have been preserved through a sort of filial loyalty to the family of Jacob for the preservation of all the Twelve Tribes intact. There is a good deal of difference between the recording of crimes as a warning, to that of exploiting crimes in all their nauseating details, merely for profit through taking advantage of morbid sympathy and curiosity.

We look upon the exploiting of crimes in order to keep up human interest or, as one newspaper man used to put it, "to raise hell and sell newspapers," an indolent and vicious kind of journalism. It is the publishing the easily-secured details of crimes to take advantage of human sympathies—implanted in the hearts of men for noble ends—to their hardening and degradation, rather than the seeking out the more worthy things to command the attention. Human appetites, and passions, and anger as a principle of self-defense, when guarded by reason, or sanctified by pure and holy love, have highest purposes, but their existence does not justify gluttony, drunkenness, murder, or miscellaneous lustful indulgence, adultery, fornication or uncleanness, nor the printing of the vulgar details of such crimes. We have contended that there is abundance of material that will appeal to human interest, to fill every newspaper every day, without raking up all human frailties and filth. It is easier, however, to get those things that stir the emotions and keep up an interest through the details of crimes than through seeking out those things that are really worth while. Yet we are compelled to admit that the giving of criminal news ought to be of some value even to the good, and especially to ministers and others who are working for better conditions, for how shall they be stirred to action or directed in their efforts, if the terrible conditions are unknown? If vice and crimes were prevented, the newspapers would have no opportunity to record them, and it might be better for all good people to work intelligently, unflaggingly and sympathetically to prevent the crimes, to remove the causes of sinning from the hearts and lives of young and old, than to condemn the newspapers for publishing accounts of those wicked outbursts of wickedness and crime which men and women, by reason of their human sympathies and passions, are ever anxious to read, but too familiar with the monster Vice, seen and read about, too oft, they learn to "pity and embrace." It has been shown by successful examples, of late, that the exploiting of crimes is not necessary to the highest and most permanent success. There is little excuse, except that of indolence, lack of conscience, the want of broad and intelligent sympathy with the better things of life and intelligent enterprise, for giving up space to "the sewage of the slums."

We have advanced since the Old Testament times, and we are inclined to the opinion that the New Tes-

tament, with its ideals of humanity, of the brotherhood of man and the fatherhood of God, of service to our fellow mortals, and good will; of purity and righteousness, affords a better model for newspaper writing and newspaper contents—however much scholarly ministers, busy in their studies, may need the terrible unfolding of the pages of criminality, from day to day, to startle them from their complacency and glorying, while a hell of crime and misery seethes just outside, in the very shadows of their sanctuaries. Now, the foregoing would probably never have been written had it not been for the coming to hand, just at this time, of the following letter, with the accompanying article mentioned therein—that treats of the subject of "Yellow Journalism," from a business standpoint, that ought to appeal to the pockets, as well as to the hearts of newspaper publishers:

ABBOTT'S STORE."

CHATTANOOGA, TENN., Jan. 1, 1911.

EDITOR NATIONAL PRINTER-JOURNALIST:

I am sending you "Yellow Journalism as a Disturber of Business," trusting that it will have your approval and that it will appear in the PRINTER-JOURNALIST, with editorial comment. Given this publicity, kindly send me a copy for use in my struggle for newspapers fit to come into our homes as well as to carry our advertisements. Sure you will do this gladly. I am

Yours, etc.,

EDWARD A. ABBOTT.

YELLOW JOURNALISM AS A BUSINESS DISTURBER

SADDENS LIVES AND LESSENS THE EFFICIENCY OF WORKERS OF ALL CLASSES.

Editor Southern Furniture Journal.—Besides your publication, eight other trade journals have come to me carrying my letter, "How's Business?"

Editorial comment and personal letters all deplore the prevailing pessimism about which I wrote. "Unreasoning fear and unwarranted apprehension" they all say is what ails business Whence comes this foreboding of evil—this cloud that is hindering a return of prosperity—and when and how may it be dissipated?

The editors and my correspondents make no answer to this inquiry. Wall Street says the muck-raking attacks on corporations make the depression, and it is rightly right; but nobody stays scared long because Wall Street invites such a scare. The fright that lasts has its origin outside the little street of tall buildings and high finance.

How the "yellow terror," as it may in this connection be called, is hurting business was told me by a negro woman. The woman is several times a grandmother and has been in my employ fifteen years. She can read, write and count, and is faithful and efficient in her humble place. One day when she was counting some dishes for me, I noticed her usual accuracy was lacking. On being asked the cause, she said, "Mr. Abbott, I'm all broken up." Then, with tears wetting her wrinkled face, she told me she had read in the morning paper about a "white man up in Illinois" who, whisky crazed, had stamped his little baby to death.

If so humble a worker is, by this cruel publication, so distressed that she cannot count cups and saucers and plates, what must be its effect on her employer, higher up in the scale of intelligence and responsibility? Who can estimate the money loss I, and perhaps a million other business men, suffered on the day the Associated Press sent that dreadful story into our homes and offices? The mental suffering it caused is unthinkable and not to be measured in dollars and cents. But I am discussing this case on a commercial basis, leaving the newspapers to discover, if they will, the heartless cruelty they are daily visiting on their fellow creatures—as well as the stupendous losses business is suffering from lessened efficiency of all the workers from the negro grandmother to those who work in the places highest up.

Today it is the story of the baby stamped to death; tomorrow, it will be killings in a dozen but little less dreadful ways. There'll be suicides and robberies and columns of vulgar scandal and impending calamities and every kind of dirty and ugly happening that has been gathered from all the world by experts in filth, rottenness and crime.

If we read our morning paper, we go to our stores and factories with minds shocked by the doings of criminals, soiled by the vulgarities of the divorce courts and filled with fear and apprehension by double-headed stories of defaulting cashiers unfaithful employes and no end of other commercial iniquities At night we are disturbed by the terrors of the day that we have read about in the evening paper, that follows us to our homes with stories even more yellow and more shocking than those that went out with us in the morning.

After a while maybe the priests and preachers, the Y. M. C. A. and the Women's Clubs will cry out against this yellow stream that is discoloring our thoughts, poisoning our lives and lessening our efficiency.

Here and there may be heard a man crying, "Shame, shame!" and, now and then a woman, in the name of little children, begs for cleaner and saner conditions, but these offences against decency still go on.

Agreeing with this statement of the case, you will ask me, "What are you going to do about it?"

Without hope of help from those in high places, in church and society, I propose to take the case to the advertiser who, in buying space, is paying the press to hinder his business and delay the return of those good times we are all looking for.

I shall ask the trade journals of the whole country to furnish the publicity and help to convince the storekeepers and manufacturers that murder and suicide, larceny and divorce, disease and death are not good companions for their advertisements. Together we will show those who have things to sell the wisdom of cultivating a clientage that is optimistic, joyous and clean-minded—not one that is fearful, saddened and vulgar.

We shall ask the advertisers to put the knife in the Yellows' and Muck-rakers' most vulnerable spot—the cash register. We shall not ask in vain. This is my prescription for the "unreasoning fear and unwarranted apprehension" that is hurting business.

Chattanooga, Tenn. EDWARD A. ABBOTT.

One Born Every Minute

The Board of Education of Salt Lake City, Utah, opened the bids for their Annual Report. They were $2.80, $2.75, $2.40, and $1.75 per page. The right price would be $3.40 per page.

The printer bidding $1.75 received the contract, thereby, when the work is completed, he, the losing printer, will be short in the neighborhood of Two Hundred and Fifty Dollars; and more, he will have lost in the doing of the work close to Four Hundred Dollars.

Just think how some printers will continue to rob their wives and children, their steady and trusted employes, their investments or stockholders; to say nothing of the wrong perpetuated upon other printers of their town. "There is no man so blind as the man who will not see." This printer says everybody is against him. Why should they not be so? He is without doubt his own worst enemy.

Just think how kind he is to the general public.

Moral.—Printer, know thy *"costs"* and join some printers' organization and place yourself *right* among them, that they may have confidence in you and you in them.

The second annual newsboys' banquet recently given in South Bend was a notable affair, attended by nearly 200 newsboys. The entertainers were the *Tribune*, the *Times*, the *News*, A. Walton, South Bend's circulator of Chicago newspapers, and H. S. Miller, who claims to be the oldest newsboy now living in South Bend. Mr. Miller presided and short talks were made by Elmer Crockett and F. M. Hatch of the *Tribune*, by J. B. Stoll of the *Times*, and others.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

"AN avalanche of Christmas editions," is the way one of my correspondents expresses it this month, referring to what he suspects has happened to this department—and I can think of no more appropriate description. Not only have I been practically buried in Christmas editions, but several of my good friends have remembered me in sending out their holiday greeting cards, to which I shall at once devote my attention:

First came a beautiful Christmas wish from J. A. Hood, of Asbury Park, New Jersey, done in gold, red, green and black—but not overdone—on the contrary, it is very exquisitely executed, and on admirable stock—a cream linen-finished cover. The wording is the better part of it, though, if one part can be said to be better than the other, but I am sure it will find quotation in Brother Hansen's or Woodis' department, where it more appropriately belongs.

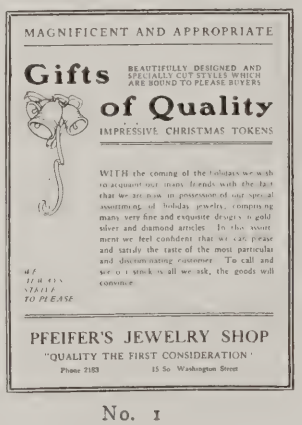
A season's greeting card from Brother Howard C. Hull, Asheville, N. C., in antique red and green, was also part of my Christmas joy. Besides its decoration and message, this card bore a half-tone reproduction of the physiognomy of the sender, making it doubly appreciable.

Brother Hood got in another fine stunt for the New Year, which also nicely demonstrated his ability as a typographer of rare skill and originality.

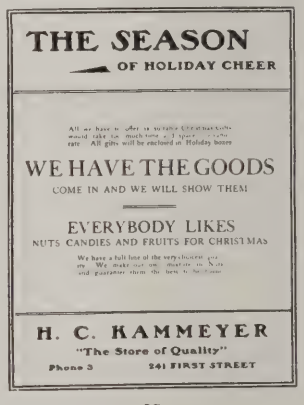
My friend and colleague on this journal, Winfred Arthur Woodis, also sent me a charming greeting which, in its delightful elaboration, is rather difficult of description. It is printed in invitation style in the Christmas colors of red and green and on a red-and-green-mottled stock, which, while very pretty and appropriate, has such a soiled appearance, naturally, that I wouldn't like it for ordinary purposes. A pretty calendar for the month of December also accompanied this handsome holiday wish.

The first regular Christmas edition to be treated here is that of Rupert E. and Rudolph A. Wilson—the *Enterprise,* of Spreckels, California. It is printed in red and green on antique book paper and contains twelve pages—of three columns each. The *Enterprise* is that little sheet, it may be remembered, which was started something more than a year ago, principally for the purpose of giving publicity to the Wilson store; but since then it has grown into what might properly be termed a local newspaper, printed for free circulation. The work on this holiday-anniversary edition is all quite creditable.

The Hinsdale, Illinois, *Doings* issues a thirty-page edition all enclosed in the Western Union's handsome holiday cover. The top of each page was appropriately decorated with several of the American's Christmas decorators, in colors, and the pages were replete with a lot of good stuff, seasonable and newsy. The way the pages of this special edition were dotted with ads showed how well the effort was appreciated and supported by the Hinsdale business people, as well as by some Chicago firms. In the main, the advertisement composition was satisfactory, although at least one of the *Doing's* ad-men shows too prone a tendency toward the use of underscores to suit me. The best



No. 1



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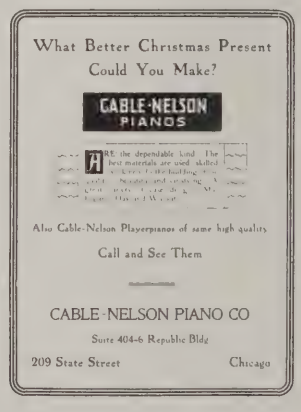


No. 5

ad specimens are reproduced as exhibits 1, 2, 3 and 4. Exhibit 5 is an attractive piece of composition, but entirely killed wth superfluous rules. One ought to be just as careful, too, in the use of a variety of rules in a single piece of composition as in the use of type. It took the peers of the trade a long time to convince us that a single series of type made the best work, and I presume it will take them quite as long to convince us that different faces of brass rule should not be mixed either. The presswork on this little sheet is always delightful, and the editor's way of handling English is gracefully correct.

The Hebron, Nebraska, *Champion* (another of this department's long-time friends) which, by the way, is also one of the many papers that still believes the "ready-print way" is the best, got out a double-quarto edition for the holiday season, and enclosed it in the Western Union's attractive cover, with Santa Claus at home in his toy shop cunningly pictured on its face. Of course, there had to be much special reading matter in an edition of this size and nature, and the special advertising matter was abundant, too. These special editions, as I have always contended, are an excellent thing, since they furnish an ideal advertisement for the paper itself, and in thus advertising it, they show the paper up at its best, show its progressively enterprising nature, which in these days "makes the noise" so essential to commercial success. Possibly a professional man can afford, so long as organization is kept perfect, to be quiet about his career; but a man in business has pretty near got to keep the horn of publicity tooting, else he won't last very long, nor won't climb very far up the mountain-side of success. Of this special Christmas *Champion* 3,000 copies were issued, the entire edition weighing something in the neighborhood of a half-a-ton. The editor makes the statement that it is by far the greatest and best newspaper ever printed in Thayer county, Nebraska. No extra help was had in the special's creation—only the regular force of Foreman Henry J. Coggins, Margaret Gallant, the editor and wife and girls (which makes quite a crew, after all,) were on the job. This edition of the *Champion* is a mixture of good and bad features—but the rush and over-work incident on this special effort has caused the latter to somewhat overbalance the former. One of the worst features noticeable is the abject haphazardness prevailing in the mechanical makeup: Ads are scattered everywhere; system and classification are absolutely forgotten. Some good type faces, such as the Cheltenham Bold, figure conspicuously in the displayed work; but in other instances faces of the most unsightly and obsolete style appear in a way to bring tears to the eyes of the artistic. A wide path of terrible havoc must necessarily follow the wake of anything entering a country newspaper office that breaks the regular routine thereof; and there are very few country offices that maintain so good a method and system that nothing can disturb their state of tranquility. It looks to me like this special edition had done something like that to the *Champion* office, the strain even making itself conspicuous in Editor Brainerd's editorial work.

Just a Syndicate cover, filled with special advertising "dope," and the regular quarto section, with special Christmassy stuff on the ready-printed side, made up the holiday edition of the Prairie City, Iowa, *News*. I don't know of many compositors who set their ads just so nearly as I like to have them set, as does the *News*.. Exhibits 6, 7, and 8 are good examples from the pages of the Christmas special. This edition of the *News* not only marked the holiday season, but also

Merry Christmas
ARE you all ready for Christmas with the gifts you are going to give?
Hart Schaffner & Marx Clothes
D. Kramer & Co.

No. 6

Only Ten Days Left To Do
Christmas Shopping
We are Headquarters for Christmas Gifts. Beautiful, Useful and Appropriate Gifts for All
We Offer Some Suggestions
Watches, a complete line of jewelry, clocks, cut glass, hand painted china, perfumes, ink stands, collar, cuff necktie and work boxes, toilet sets, military brushes, sterling silver novelties, fountain pens, manicure sets, cigar cases, pocket books, albums, mirrors, candle sticks, jewel boxes, post card albums, shaving sets, box paper, Edison phonograph, records, and numerous other articles that will make Christmas presents. We have some great bargains. Please call and see us before buying
Cozad And Freeman

No. 7

heralded the end of D. A. McDonald's first year as editor and publisher of the paper. He wields a facile pen and is a dandy at gathering news. He expresses

L. J. SLOCUM
R. L. SCOTT
GEORGE LAUCK
Christmas Greetings
We want you to visit our store and see the many beautiful things we have in stock for Christmas presents, all new and at prices to fit any pocket book
For the Ladies
Fancy Persian Belts
Suede Leather Belts
Silk Head Scarfs
Knit Head Scarfs
Fine Work Bags
Mufflers
18K Gold Inlaid Comb
FOR THE CHILDRENS' STOCKINGS
For the Men
Neckties in Xmas boxes
Suspenders in boxes
Suspenders, Arm and Hose Supporter
Initial Hankerchiefs
All Grades Handkerchiefs from 5c up
FOR YOUR CHRISTMAS DINNER
CRANBERRIES
APPLES
BANANAS
HOLLY CANDIES
A Nice Line Of Holly And Christmas Ribbons
Our JANUARY CLEARING Sale
will start the day after Christmas, and prices will be made on all winter goods to move them quickly. See next week's Prairie City News for prices and full particulars.
TWO STORES
Slocum, Scott & Lauck
North Side Square
Prairie City Ia

No. 8

the following gem during the course of his editorial "foreword" to the edition under review:

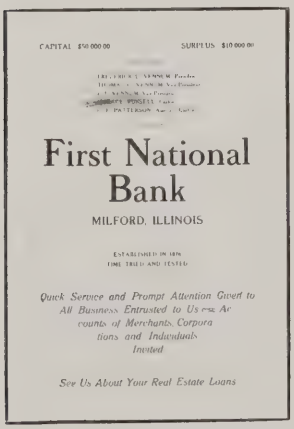
"Publicity is today the largest factor in business success. This is admitted by all, and a live town is the home of a live newspaper, heralding to the world the interests of the town wherein it is published. The town's interests is the newspaper's interests, and it is a poor rule that will not work both ways."

The *Review*, of Barrington, Illinois, is one of those particular papers which, not being satsfied wth holi-

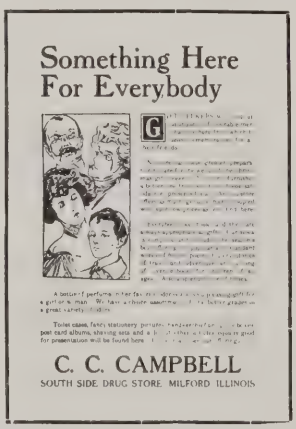
day covers issued outside of the home shop, prefer to print everything right at home. As a result they issued prior to last Christmas a twenty-four page paper, the front of the first section of which was made of decorated cuts, borders, the paper's title and a Nesbit poem, all assembled in such a way that a very creditable cover was presented. Throughout a great deal of special Christmas plate was used, as well as a lot of homemade "good stuff." The printing was done in a faultless way; the ads were set after a recipe of simplicity, and the mechanical makeup done according to the ideal plan outlined from time to time in these columns of the NATIONAL PRINTER-JOURNALIST. As is the case with almost everything else about the *Review*, the editorial writing is high grade, with the result that the paper becomes enviable in its general perfection.

Like the Barington *Review*, mentioned in the paragraph above, the Pierce County *Tribune*, of Rugby, N. D., got up its own Christmas cover, and did a neat job of it, too, by running a deep holly border around a large half-tone engraving, a representation of the angel bringing the glad tidings to the shepherds. While the contents, especially as pertaining to reading matter, are excellent, as is always the case with this fine publication, there is little in it that could be considered as of a special nature; nor is the advertising unusually great, due, I presume, to the fact that this holiday number was issued on December 22, after the rush of holiday advertising was past.

A Christmas edition is not a special thing with the Milford, Illinois *Herald*, but, one might say, a regular thing at each coming of the yuletide. And the way the makers of this fine publication get up their holiday number, each year, is a matter for much congratulation. There is always originality and therefore fine distinction in a *Herald* Christmas number, and that issued on December 15, 1910, is no exception.

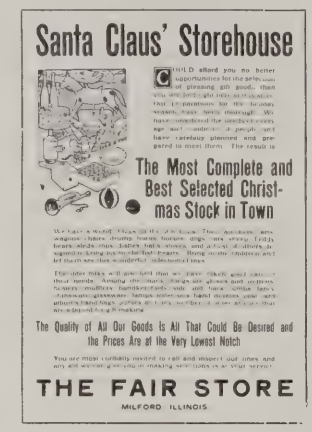

First National Bank
MILFORD, ILLINOIS
Quick Service and Prompt Attention Given to All Business Entrusted to Us
See Us About Your Real Estate Loans

No. 9

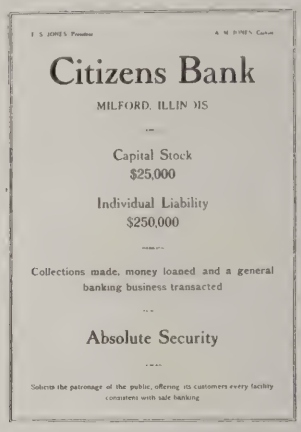


No. 10

The cover to this remarkable issue is made up of a large half-tone of many half-tones from old tintypes of some of Milford's prominent citizens—a most unique idea in itself. Above this illustration is the sheet's title, and around the whole is a border of some three score and fifteen babies' heads—but as the seventy-five cunning little faces lack an inch or two of encircling the page, at the lower right hand corner is the information in type—"Not enough babies to go around." I thus minutely describe this cover page to illustrate the unique originalty which permeates the productions of this modern printing office. The whole of this special number of the *Herald* is printed on sized stock, with the result that the print is excellent, the half-tones, of which there are several, showing up in nice shape. What


Santa Claus' Storehouse
The Most Complete and Best Selected Christmas Stock in Town
The Quality of All Our Goods Is All That Could Be Desired and the Prices Are at the Very Lowest Notch
THE FAIR STORE
MILFORD, ILLINOIS

No. 11



No. 13

seems to be a regular feature of the *Herald's* holiday editions is the presentation of letters written for the publication by the folks who have left Milford to live in other climes, and it makes an interesting de-

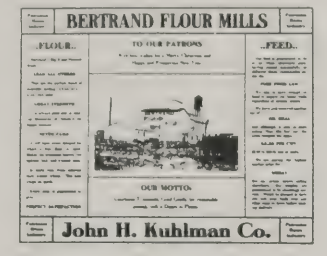
No. 12

parture. All the work of the *Herald's* editor shows care and ability, and the ad-man is a good one and appreciates the value of simplicity in advertisement composition. Several of his finest creations are being shown herewith as exhibits 9, 10, 11, 12 and 13.

Another *Herald* to issue in gala-day attire in consequence of the annual Christian season of festivity, is that published at Bertrand, Nebraska. It is a five-column sheet, and before I have done with its review, I hope, I shall have convinced the reader that in more ways than one this little publication is deserving of sincere felicitation. First, that all who wish may gain an accurate idea of the degree of taste and skill which entered into the making of the home-made cover of the special. I am reproducing that in whole. (Exhibit 14.) Here I must switch from the mechanical department, to remark that Brother Brown's editorial work is superlative. This becomes remarkable, because so many of us country editors are either so ignorant, unskilled or downright careless, that to weekly read the stuff that we write for our papers is enough to give even the least sensitive ones the chronic stomach-ache. Of course, the cause of a great deal of this bad stuff in the columns of country weeklies is due to limited or incompetent labor, or both; in which case the compositors' first blunders are frequently made worse in their blundering corrections of the proof; but a great many men who are trying to edit newspapers were unfortunately better fitted by nature to run a meat market, if one is to judge by the

way they commonly butcher the English language. But there is nothing of this killing quality in Editor L. E. Brown's writing. He writes like a man who is master of his subject and chooses his language with the skill of a true rhetorician. His editorials are in a class with those of our best modern dailies. You can imagine, then, what a pleasure the reading of this

No. 14



No. 15

little paper must become when you learn that every line shows that it has been composed by a skilled hand; when every line bears evidence of having been imposed with care and precision; when every page has been impressed on a good machine, directed by an experienced pressman. What more could one ask in a country newspaper? The front page is clean, the mechanical make-up is better than average all the way through. This Christmas number comprised two quarto sections on regular white news stock, and in it were many big, live-looking advertisements. The material out of which these ads were built was all of a modern creation and in excellent condition, which, it must be admitted, was an inestimable aid to the skill of the compositor

No. 16

who did the work; but I should not pass the subject without acknowledging that compositor's skill, which so pleasingly manifests itself in every example. The following honorable acknowledgment from the *Herald's* publisher explains who this compositor is:

"Most *Herald* readers know good printing when they see it, and they will acknowledge that the ad work on this number has been well and artistically executed. While the "old man" has had general charge and oversight of the labors connected with the issue he has scarcely touched a hand to the ads Their design and composition has practically all been left in the hands of Carl Brown, a young man not yet nineteen years of age. If the work is creditable the credit is his."

Then, to Compositor Carl Brown let credit revert for exhibits 15, 16 and 17, the first of which is a half-page, the second a page, and the last a double page example. Of course, if one were looking for perfection, he might find features in these specimens to

No. 17

censure, but since we are searching after good serviceable, everyday ads, we must let these pass without further comment. As I am about to leave this paper, I notice that I have not said plainly, what I nevertheless intimated, that the contents of this issue of the *Herald* were both plentiful, wisely selected and intelligently edited.

The *Record,* of Newton, Mississippi, ordinarily a six-column quarto, issued a double edition for the holidays and in honor of its ninth anniversary of establishment. Only four pages of this special number were ready-printed, and all of the home printed pages were liberally patronized by local advertisers. I have been so deeply interested in Editor C. E. Cunningham's editorial review of his nine-year career in Newton, that, even at the risk of swelling this installment beyond the regular space allotment, I must quote the greater part of it, as follows:

Just nine years ago, the Newton *Record* made its bow to the people of Newton and Newton county. With a small, though new, outfit, including the old Washington hand press, it began publication in one room of the old school building, long since passed away by fire. Up to that time a dozen or more papers had been launched on the seas of journalism here, only to strike reef and be wrecked beyond recall.

With the record of its predecessors for encouragement, the *Record* set sail, believing that merit would win, and time has proved its judgment correct. By hard work (which is the only means by which success has been attained), the paper has grown by degrees, constantly adding new subscribers until now the paper goes into more than a thousand homes, and is read by 5,000 people each week.

New material has been added from time to time, and the plant is among the best of the country weeklies of the state, and domiciled in its own home, a substantial brick structure in the heart of the twon.

The *Record* does not desire to boast of its achievements, but the management feels a little sense of pride in having accomplished what it has in a town known prior to this paper's inception as a newspaper graveyard. It is only by dint of hard labor that the *Record* has succeeded in giving the town a new reputation so far as newspapers are concerned. And to do this was not smooth sailing. No man ever put in nine years of harder work than has the editor of this paper since he came to Newton, and it was simply this or fail—an unknown quantity to a man with sufficient determination.

To-day the *Record* greets its readers with an edition of twenty pages, nearly all of which are printed at home, and it

will go into 2,000 homes. It is the largest edition of a newspaper ever issued in the county and the most largely circulated. The enterprising business men of Newton have taken advantage of this edition to exploit their large stock of goods, and the editor is indebted to them for their co-operation, for without it, such a paper could not have been published here. Not only will they obtain direct benefits from it, but the paper will give the people over the state an insight of the progress and enterprise of the town and some idea of its development during the past decade. When the *Record* began publication, there were only about 550 or 600 people here, the census taken a year previous only giving the population at 537. While the recent census report for the town has not been announced, it is safe to say that we have about 2,000 souls here, nearly all of whom are white people.

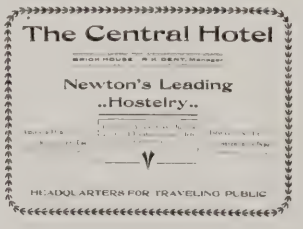
The files of the *Record*, which are all bound in book form, show a complete history of the growth of the town, every event of importance having been chronicled and a record of every building, factory and institution, being found in its pages. No one has taken any greater pride in the development of the town than this writer, who has labored in and out of season for its advancement, notwithstanding some of the business men have not always been as loyal to the paper as it has to the town. However, the paper harbors no ill will towards anyone, and only hopes that the future will show a spirit of loyalty on the part of all citizens to the paper, such as it expects to continue towards the town.

Politically the paper has given its support to the men it believed would best serve the interests of the people as a whole, and it expects to continue this policy, and feels that no man should criticise or condemn the paper — a home institution — because it does not always agree with him politically or otherwise. It is the privilege of everyone to exercise his own rights in supporting whom he chooses for office, and no man should think any the less of him, so long as he is honest and truthful, and the press should have the same liberty.

The *Record* is continually speaking a good word for the town, and county. Will you not help in the cause by doing the same thing for the paper and giving it your patronage, when value received is given?

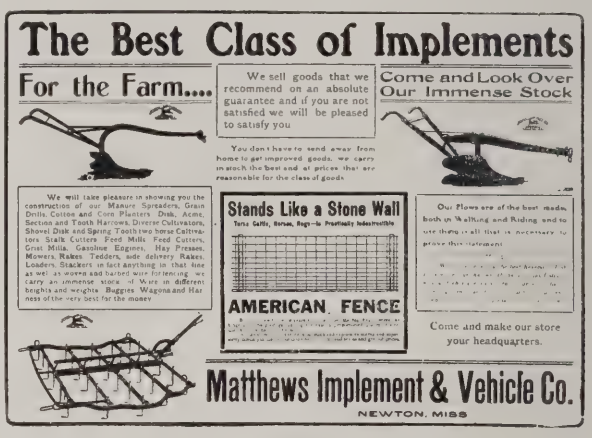
The foregoing story is interesting not so much because it deals with the struggles of a fellow being, and is therefore full of fraternal interest; but because it is finely permeated with the joys of the success of those days of discouraging labor and hardship. Nor is the logical doctrine laid down in the foregoing paragraphs of so much importance to me as is the truth which the story proves, that "merit will win." And most of the merit in such cases I have found to be

No. 18



No. 19

the power to stick—the will of tenacity—the ability to stand by the ship until she is safely landed. That is the priceless quality usually lacking in the souls of men who fail in the newspaper business. Granted, that one must have a fair amount of ability in other directions to succeed as a newspaper maker, but if he lack patience and perseverance, nine chances to one he will not succeed anywhere, and certainly not in a town with the reputation of being "a newspaper graveyard," as had Newton before Brother Cunningham lived down the lie. And, of course, no successful newspaper man was ever afraid of lots of hard work—that, too, must go with his patience and perseverance in large doses. It is quite evident that Brother Cunningham has won out, in addition to the possession of the virtues already mentioned, by giving his constituency a first class paper, as this holiday number attests. Two sections and a syndicate cover, an abundance of news and an abundance of ads—that, in brief, is the special issue. Having already devoted so much space to this one contribution, I cannot well enter into a discussion of each and every feature of its making, but cannot either wholly forego mention of the advertisement compositionss. In this, methinks, I detect a very skillful and versatile hand—a hand used also to job composition—and not always is that hand able to get away from its accustomed paths of work. The result is that some of the ad specimens are a trifle overdone with


The Best Class of Implements
For the Farm....
We sell goods that we recommend on an absolute guarantee and if you are not satisfied we will be pleased to satisfy you
Come and Look Over Our Immense Stock
Stands Like a Stone Wall
AMERICAN FENCE
Come and make our store your headquarters.
Matthews Implement & Vehicle Co.
NEWTON, MISS

No. 20

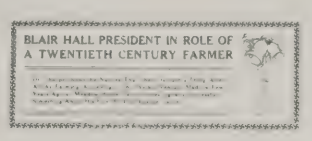
underscores and ornamentation; but in the main, the ad-work in these pages is very creditable, for usually the ornaments and underscores are dropped in pretty cleverly, at times, even in a way to improve the work, for proof of which I refer the reader to the accompanying reproductions, exhibits 18, 19 and 20. I wouldn't call Brother Cunningham an able writer, but he writes with that earnestness and deep conviction which cannot fail to get under the ribs of his readers, which is really the greatest of literary gifts. Press-work is not high grade, nor is the mechanical make-up up to the standard it should be to be equal to the *Record's* other departments.

An A. P. A. cover filled with ads and enclosing the regular quarto edition is the late holiday number of the Brillion, Wisconsin, *News*. I am sorry to say the *News* is not much of a paper. It has a deplorable typography, both with respect to type-faces and impression. The mechanical makeup is all wrong—it couldn't well be worse. The advertisements are many and liberal in size, and there's much evidence in the paper's columns that the town is one worthy of a much better news exponent. While Editor Otto J. Zader is apparently not much of a news-gatherer, if the editorials in this isue are original (and I have no reason to doubt that they are, as no credit is given) he is nevertheless something of a thinker and has force and fire in his style of composition.

Although possibly I may not write so much about it as I have of some less remarkable editions mentioned in this installment, surely of all the Christmas numbers published the past year none were more beautiful or more extensive than that of the Washington, N. J., *Star*, a copy of which lies before me. If I do fail to say a lot of nice things about it, I assure you, it will not be because of lack of inspiration, for a look at the front cover alone is quite sufficient to carry a less susceptible person than I to the very heights of eloquence and volubility. If I mistake not, this same

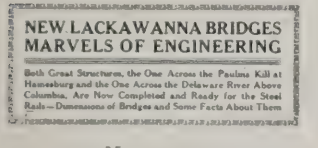
design was used a year before on the *Star's* Christmas special, but I quickly grant it is beautiful enough for repetition many times. The stock of the cover is a heavy enameled paper. Around the entire front page is a pleasing thirty-six point border of dainty design in which holly leaves and berries, ribbons and bells figure in attractive and artistic confusion. This is run in an olive green. At the top of the page is the paper's title, which is done in photo brown, as is also that exquisite half-tone of Carl Muller's inimitable depiction of the two saints, Mary and Elizabeth, and their two famous infant sons. As I said, this cut is done in a pretty brown, and I swear to you, I never saw better presswork. And the picture—despite its religious character—would charm even the heart of a veritable atheist. Nor is this the only charming feature

No. 21

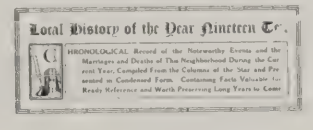


No. 22

of this Christmas number, which consists of twenty-eight pages, on enameled stock, containing volumes of high grade reading matter, volumes of advertisements and, I was going to say, hundreds of illustrations—and, we'll mark it "stet," and let it go, because of the literary license to hyperbolize. I couldn't begin to tell you all that this great newspaper contained: Understand that each of its pages has seven columns, that there were twenty-six of them, besides the cover—then you can start in guessing with some accuracy. There were several excellent headed news



No. 23



No. 24

stories, barrels of short locals and personal mention, a fine page of delightfully able editorials, about two columns of want ads, and special articles, historical, technical, on stock, husbandry, agricultural, personal, good roads, etc. What Editor Chas. L. Stryker himself says in description of this special is interesting:

This number of the *Star* is the 22d Christmas Number of the paper under its present management; and, we feel that in every respect its excellence and general luminosity will compare very favorably with those of the Christmas Numbers that have gone before. The various features of the paper will speak for themselves, but some little mention of the issue may not be out of place.

Each complete paper consists of 26 pages enclosed in a handsome art cover. There are 90 columns of reading matter and illustrations, and 120 columns of advertising, and the 5,000 copies printed weigh more than a ton and a half. Copies of the Christmas Number go to nearly every State in the Union, and even to several foreign countries.

It is safe to say that there is not in the United States another newspaper published in a town the size of Washington that can boast of so extensive a Christmas Number and edition as the *Star*. And that this is the case, is in large part due to the enterprise of the *Star's* advertisers, who have for years loyally supported and encouraged the paper. The sincere appreciation, too, of past Christmas *Stars*, shown by our subscribers, has also made more pleasant the arduous task of producing the present one. If this Christms *Star*, despite its imperfections, shall meet with the cordial reception other Christmas Numbers have done, then we shall feel our efforts have won the appreciation we have aimed to deserve.

In past reviews of this magnificent sheet I have remarked upon the vast amount of country correspondence carried, and in this Christmas special no exception to the rule is to be found—column after column is filled up with this sort of thing which is so essential to the success and popularity of the so-called country newspaper. I have already intimated that the presswork on this copy of the *Star*, as forsooth it has been on all copies of this same sheet which I have had the pleasure of inspecting, is near the mark of perfection, and, while a greater part of the advertisement composition in style is only common, even in that the fine modern type faces employed redeem it from mediocrity, and in some instances highly pleasing effects are produced, their charm being chiefly due to their dignified simplicity, excellent balance and unique whiting out. (Exhibit 21.) But where the compositor made his best showing is in the heads over the special articles, of which I reproduce a few as exhibits 22, 23 and 24. Any good judge of typography will admit that these are high grade specimens.

GRAND ISLAND, NEB., December 10, 1910.

O. Byron Copper, DeSoto, Wis.

DEAR FRIEND:—Here I come again. This time a new one. I am sending you today a copy of our little store paper, *"Ginger."* I hope that you'll overlook the poor presswork on the inside pages for it's done on a Writerpress, and isn't the best. Some day whhen the paper grows we'll have it printed good.

You'll probably remember me as formerly with the Wood River *Sunbeam*, at which time, I made use of your splendid criticism column in the NATIONAL PRINTER-JOURNALIST.

With kind regards and wishing you and yours a Merry Christmas I remain,, Yours very truly,

C. C. JOHNS,
Adv. Manager S. N. Walbach & Sons.

Remember C. C. Johns?—Well, I guess yes. How could I forget one whose career (if I may be permitted to judge by his works) has been so splendid, both while in the newspaper field, and in that closely allied profession of advertisement writing? And I am always really glad to hear again from Brother Johns. This latest contribution, so far as my experience goes, is something rather out of the ordinary, being a little "Ginger" put up in monthly doses for the sales-people of S. N. Walbach & Sons, the firm for whom Mr. Johns writes ads. "A magazine for industrious people," is the slogan on the front cover of the periodical—but it would probably also be a very beneficial publication for the perusal of the indolent, peradventure there be such among the employees of the Walbach concern. One can easily imagine that Brother Johns, with his alert head and expert hand, would be right in his proper element in the creation of anything like this little store paper, a copy of the Christmas edition of which is at hand. Besides a lot of good stuff intended to inject energy into the store's helpers and inspire them to "git-up-and-git," there is a department of real locals, or more properly, personal mention, in which Brother Johns swings himself in genuine old-time newspaper style—I know he's right at home there. Among these "locals," I find this confession: "The editor of this little paper is responsible for the 'kiver.' Being somewhat of a printer (after a fashion) we worked out this idea and done all the work ourselves, and if there's any bouquets coming—send 'em along." The "kiver," like all of this bright little magazine, is surely deserving of some nice big bouquets. Across the top and bottom of the page is

Continued on page 118

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY
OFFICE OF PUBLICATION:
4618 WEST RAVENSWOOD PARK, CHICAGO, ILL.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

CHICAGO, FEBRUARY, 1911

A good salesman wins a hearing by his bright, attractive appearance and pleasing address, so does a good advertisement: the most economical of all salesmen.

* * *

The successful salesman has something of interest to tell about his special lines of goods or machinery—so does the successful advertisement, and the more that is really news, both informing and of human or economic interest, that can be got into an advertisement, within reasonable limits, with brevity, directness and "go," the better.

* * *

A considerable space is given newspaper moralities and "The Press and Crime" this month, but while lectures, suggestions, warnings and admonitions, if intelligent and sincere, are never without benefit, by the way of promoting thought and stirring up to good works or better efforts, it is encouraging to realize that the standards of the American Press are higher today than at any other period in the past quarter of century and that there is a constant and marked improvement in the quality of newspapers and a corresponding increase in business both as to circulation and advertising.

* * *

The first editor of the first newspaper in Paris was a physician, and it can be readily understood why one, who has been schooled in clinic, helpful relationship and sympathy with the families he has served in the times of sickness and sorrow, should have that human interest so essential to a newspaper man. Dr. W. M. Brackett, who abandoned the practice of medicine to become a newspaper editor and publisher, at Garner, Iowa, is said by the *Western Publisher* to have "one of the leading newspapers of Northern Iowa, with an equipment the best that brains could devise or money could buy."

* * *

Advertising is salesmanship, but to expect that it should bring immediate results is illogical. The best salesman frequently has to try many times, and to wait patiently for months, to receive an order from a man or firm whose custom is sought. He first makes his goods and firm known, he studies the wants of his prospective customer, wins his confidence and friendship and finally receives an order, possibly a small one at first, and is very careful to give full satisfaction in every way; then business comes easier, but the salesman does not quit calling on the new customer after the first order, nor does he neglect even the oldest customers, for that matter. Business is won by constant attention and following up, and to send a salesman or an advertisement out once, and then stop, is pretty nearly like abandoning a stream if a fish is not landed with the first cast of the fly or baited hook. Advertising brings attention, consideration, good will, inquiries, and it is up to the seller to make good and keep on advertising. Every time an advertisement is stopped, the advertiser stands a chance to lose on the investment already made in advertising.

* * *

ST. BRIDE'S FOUNDATION INSTITUTE.

The fifteenth report of the Governing Body of the St. Bride Foundation Institute, London, gives an interesting showing of the objects and of the work of the organization, from August 1, 1909, to July 31, 1910. The institute is maintained by the Master Printers and Allied Trades, and the objects are educational and eleemosynary. A general and a technical library and a school of printing are maintained. Pensions and sick benefits are paid. The following report as to the Technical Printing School shows most encouraging work:—

> The Sixteenth Session of the Technical Classes in Letterpress and Lithographic Printing ran from 20th September, 1909, to 15th April, 1910, and the entries were higher than ever before, no less than 487 individual students being registered. Of these, 369 made the necessary 20 or more attendances, several students making as many as 54. The number sitting for the City and Guilds Institute Examinations was 310, of whom 246 passed, *i. e.*, 79.3 per cent of passes—again a record for the Classes; and in the competition for medals open to the United Kingdom and Colonies, St. Bride this year secured four, making the total number of medals secured by students, 16 in Typography in sixteen Sessions, and 22 in Lithography in fourteen Sessions.

The General Lending and Reference Library contains 14,953 volumes, and the total issue of books for the year, to readers, amounted to 102,501—every individual member having borrowed an average of fifty books in the twelve months. The Technical Library contains a total of 20,590 volumes, pamphlets and prints, 2,460 having been added within the year.

All this suggests that here is a field for wise activity and liberality for the American Master Printers and Publishers, that has been so far pretty generally neglected.

Reliability, High Character, Honesty and Cleanliness as Related to Advertising

OVER and over again, this paper has enforced the value of entire honesty or reliability in the advertising columns of a newspaper as not only a duty to oneself but to one's advertisers. False, misleading or fraudulent advertising in a paper lessens the value of the whole paper as an advertising medium. One fraudulent or vile advertisement weakens and casts doubt on every other business announcement, however truthful and legitimate such announcement may be in itself. Ads, like "poor, old dog Tray," are judged by the company they keep. *Vice versa*, the cheat is helped in his swindles by getting a position among legitimate, honest advertisers, so that the publisher, who accepts dishonest or hurtful advertisements, not only makes himself a partner of the thief or swindler, but drags all his honorable advertising patrons in as aiders and accessories to the wrong-doer — makes them *particeps criminis* without their consent.

What is true of advertising applies with still greater force to the reading matter of a paper. If a newspaper is not honest, and reliable in furnishing the news, information and other matter for which the subscribers pay, there are grounds for grave doubts as to the reliability of all announcements or advertisements that are inserted for pay by other parties. If a publisher is not honest with his subscribers or readers, by whose support the paper exists and is made of value to those who advertise therein, there is little reason to expect honesty or reliability in the advertising. It is alike dishonest to subscribers, as well as immoral, to give over the columns of the paper to exaggerations, sensationalism or anything that will tend to corruption, false views of life, to immorality or criminality. People buy newspapers for reliable instruction, for the news or information contained therein, not for the purpose of being misinformed, mislead, corrupted or demoralized. Elsewhere in this issue we publish an article from a Kentucky merchant, treating this matter from the business side, and urging advertisers to withhold advertising patronage from sensational, immoral and unreliable publications. The cause he advocates is founded on business wisdom as well as on good morals. It is encouraging to know of the upward trend as to the character of advertising, among newspaper publishers as well as among advertising agents and managers. The Chicago *Evening Post* runs "Advertising Talk," each day, to the great benefit of business men. These "Talks" are written by William C. Freeman, and, in a recent issue, the following, under this head comes as apropos to this discussion:—

Mr. William Everett was at one time employed in the advertising department of the Boston *Herald*, the business manager of which was then Colonel Pulsifer.

Mr. Everett was in my office the other day and in talking about the general *upward trend of advertising*, recited an incident that showed that the germ spreading broadcast today was at work in the Boston *Herald* office as far back as thirty years ago

Mr. Everett said:

"In those days newspapers regarded themselves as common carriers, just as many of them do today, and printed *everything* in the line of advertising that was offered to them.

"The Boston *Herald* was no exception. One of the features that it carried was a column of *clairvoyant advertising*. It was profitable business, looking at it from the standpoint of the cash till only.

"Colonel Pulsifer, however, concluded that such business should not be printed in the *Herald*, so he notified the Advertising Department to cut it out.

"The order caused consternation in the Advertising Camp. The boys got together and collected the figures showing that this advertising brought to the paper a *net revenue* of $30,000 a year, so they went into Colonel Pulsifer's office and protested again to him against taking it out of the paper.

"The Colonel said that he did not know that so much money was involved, but that did not make any difference—it was all the more reason why the business *should not be printed*. He remained firm and the business disappeared from the paper."

Mr. Everett went on to say that within a few months after the clairvoyant advertising had been taken out of the paper the *Herald* began to jump in revenue by leaps and bounds.

The present Boston *Herald* is working on plans today that mean for it, ultimately, great *advertising appreciation* on the part of business men who want to see their announcements printed in newspapers of *character*.

It is often a longer road to travel to attain a money success by keeping advertising columns *clean* and *reliable*, but it is better to sacrifice at the start than to sacrifice later on, because the sacrifice has to be made sooner or later.

When we commenced the advocacy of these ideas and principles, twenty-three years ago, we were laughed at, as an impractical, by some overwise publishers who counted everything as grist that came to their advertising mill, but now there is scarcely a business advertising manager or publisher of a decent publication, either newspaper or magazine, who does not recognize the practical, business wisdom of drawing the line against advertising announcements intended to mislead, deceive, swindle, hold out false hopes and corrupt the morals. There are some sinners remaining, and there are too many get-rich-quick schemes, like fictitious mining corporations, with propositions so ingeniously set forth as to deceive "the very elect," that find place in some metropolitan dailies. The only absolute remedy would seem to be to compel every publication, that enters into a conspiracy to swindle their readers through printing the cunning announcements of swindlers for pay, to make good all losses that have come through such advertising. One of the most shameful and criminal classes of advertising has been that of hurtful nostrums, so-called patent medicines, the sales of which not only robbed the pockets but endangered the health and the lives of the buyers or of their innocent children, even the little, helpless babies.

We remember that over twenty years ago, an agent, handling patent nostrums, said that the NATIONAL PRINTER-JOURNALIST ought to be suppressed because the course taken by the paper had caused the loss of over half a million dollars' worth of advertising to his certain knowledge, but others took up the fight, notably the *Ladies' Home Journal*, for the protection of the lives of the innocent, and many millions of dollars' worth of this kind of advertising has been excluded from reputable publications, but as in the case of the Boston *Herald*, a quarter of a century ago, so with these newspapers and magazines, their revenues have jumped by leaps and bounds, and what is more important, the health of the people has improved, the murdering of the infants, for gain, has largely ceased and the death rate among the children decreased and the average of longevity has been notably increased.

Our Kentucky friend speaks of the unnerving, debilitating influence of sensational, horrifying news stories, and is right, but who can estimate the injury that has been done, in the past, to nervous people, by cunningly-devised and worded patent medicine ads, describing and exaggerating with plausibility and minuteness, as symptoms of some terrible disease,

and abolute proofs of its presence or speedy approach, those feelings that are likely to be experienced by people in the best of health, and that, at the worst, are only nature's warnings against lack of proper cleanliness, exercise, food or air, or against over-eating, over-worry, eye-strain or some other bodily neglect or abuse?

The quack advertisers fully understood the power of suggestions of disease and, like conscienceless fiends, worked their knowledge of these occult influences to the limit in forwarding the sales of their so-called remedies—mostly composed of injurious drugs or stimulants that stimulated appetite, caused drunkenness, ill health and death. Hundreds of thousands were unnerved, made gloomy and hypercondrical, and really sick, and sometimes were killed through this kind of advertising. The patent nostrum quacks proved everyone to be afflicted with or threatened by some terrible disease and cleaned up hundreds of millions of dollars for themselves. The resultant economic loss, to business and to all the useful activities of life, is beyond computation.

We have known persons who, in the long years, consumed barrels of patent nostrums in the aggregate, and were always complaining of ill health and were rendered miserable and inefficient, through reading these symptom-describing advertisements and taking the nostrums prescribed. To many such persons, Christian Science, with its teachings of the non-existence of disease or sin, and its lessons of health and hope, came as a blessing from heaven.

The excluding of this kind of advertising has helped materially, also, and we have not been at all surprised to be informed of a very large decrease in the sales of prepared medicines and drugs. There remains much to be reformed, but when we look back fifty or even twenty-five years, and contrast the conditions in 1861 or even of 1885 or 1886, with the existing conditions of health, hope and optimistic activty and enterprise, we can but feel that most wonderful advances have been made. There is a growth in righteousness that is seen in the better understanding and the better observance, on the whole, of all the laws of health and ethics and that has reached not only into business and newspaper-making, but into public life, evidenced by the uncovering of long-existing wrongs. It is an age for the flourishing of progressiveness, sound sense, wholesome living, honest consideration of all related rights and obligations, and a purified, independent, responsible, truth-seeking, wrong-exposing, error-correcting American press can work wonders in this age of progress.

Harold E. Ward, formerly city editor of the Freeport, Ill., *Standard,* and for a time with the Schuberts as press agent, has accepted a position with the Sterling, Ill., *Daily Standard.* He was formerly employed on this paper, as well as on the Sterling *Evening Gazette.*

The Viroqua, Wis., *Republican,* which has changed hands often during its existence, will be managed by Harvey Owen of Viroqua, A. Hurdle of Polo, Ill., and J. A. McCall of Kansas City, Kan.

The Joliet, Ill., *Republican* has been sold jointly to the Joliet *Herald* and the Joliet *News,* its two competitors, who will divide up its subscription list and advertising contracts, and the *Republican* as a newspaper has gone out of existence. The directors and stockholders of the *Republican* give bonds collectively and individually that they will not again engage in the newspaper business in Joliet for a period of at least ten years.

The Second-Class Postal Rate Again

IT would be a blessing, if the whole matter of Postal Service could be taken out of politics and placed wholly on a business basis. It would save millions of dollars annually, and result in greater efficiency, and it seems to be the only way to secure any fixed, intelligent and equitable policy in management. Politics should have no more to do with the Postal Department than with the departments of the Navy, the Army or Agriculture.

We have been compelled to write from time to time, so much as to the many changes, demands and vagaries brought into that which is naught by the plain, simple service of receiving, transporting and delivering the people's letters, papers and magazines, that the subject has become very distasteful. The whole matter has been covered, over and over again, yet there is always some new proposal, other than that of the economic, efficient, sensible conduct of this simple business, that must be met and answered. Last month we showed the folly of trying to weigh and charge separately, at a higher rate for advertising pages, than for those containing pure reading matter, but here is so clear an exposition of this new folly, contained in a recent issue of *Saturday Evening Post,* of Philadelphia, that we feel that every newspaper and periodical publisher should have the opportunity to read the same in this journal that is devoted to their interests:—

MERCHANTS ON THE POSTAL PROPOSITION.

The National Gas and Gasoline Engine Trades Association is under no delusion concerning the Administration's proposal to increase greatly the postal rate on the advertising pages of magazines—"thereby," reads a resolution adopted by the association at its recent convention in Racine, "adding to the ultimate cost of many meritorious articles of merchandise which must be made successful by publicity." That to put a bar in the way of the cheapest marketing method—namely, advertising—would tend to increase cost seems rather self-evident. In the case of a good many valuable trade papers that carry large amounts of advertising relating to their own special fields, for which they receive relatively low rates, the bar would be an almost insurmountable barrier.

"We recognize," says the association, "that such publications not only aid in developing many lines of trade by education and the publication of practical articles but in many instances the advertisements in said papers are of almost equal educational value and benefit in the upbuilding of business."

These trade papers, whose great value in the aggregate to business no one can question, live largely upon their advertisements; the trades which serve cheerfully pay the bills in that form, realizing that the important trade information, expensive technical articles, and so on, that papers furnish them would be impossible without advertising.

So, referring to the postal proposition, the National Gas and Gasoline Engine Trades Association "goes on record as being opposed to such discriminating legislation, which will tend to injure thousands of American industries."

It has been shown to the Commissions and Committees of Congress that this advertising is not only informing and helpful to the trades and to the people, much more so than accounts of crimes, of divorces, of the foolish struggles, bickerings and briberies of politicians, but that they yield a very large, direct return to the Government through the promotion of a vast increase in the very profitable, first-class postal matter by millions of letters that result in the advancement of manufacturing and the building up of more efficient and profitable production to the benefit of all the people. Some publishers, by becoming broadly useful, have reached great prosperity and may have become subject to the envy of politicians who have

preferred, or sought place and political glory rather than great and useful accomplishment in the industrial or commercial world, where the real value of services rendered are greater and the rewards are, in a measure, commensurate with the greater value or usefulness of the services rendered.

On the whole, however, the compensations to worthy publishers in the fields of trade, industrial and agricultural promotion, have been less than in other fields demanding equal knowledge, persistence, industry and ability and there is no reason why publishers should be penalized for the good that they have done and for the unpaid services that they have rendered to the Government. No wise business manager would put an extra tax on those who were bringing the establishment that he represented profitable business and at the same time rendering satisfactory, beneficial services, of incalculable value to the individual members of company or firm that indirectly helped along the general business. Politicians, Presidents, members of Presidential Cabinets or heads of departments are not the rulers but the servants of the people, and certainly they have no right to seek to rule or to enforce subserviency to their political views or interests through the Postal Department any more than through the Agricultural or War Departments. It is no more legitimate to make the Postal Department a means for partisan or political advancement or reward than it is to so use the Army. If it is sought through increased postal burdens to intimidate the magazines or periodical press, it would be no worse to use the American soldiers for that purpose.

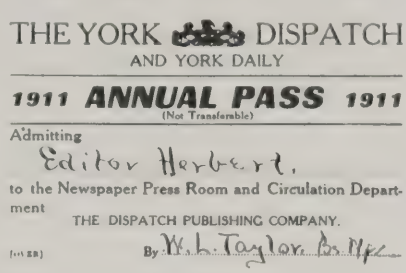
Yet it was reported, about a year ago, as coming from the highest authority in Washington, that if the magazines would be good they would have no trouble. It is far from our purpose to make any charges as to any attempts of intimidation, but after all that has been shown and proven, this continuous effort to place new burdens on publications, that considering the number of copies handled in proportion to weight paid for at regular rates at a cent a pound, pay their full equitable proportion as compared with other publications, while rendering tenfold services in the promotion of the Government's profitable business, it would argue either ignorance, prejudice, or some ulterior object in the way of exercising domination over such publications. Let us at least have something more definite as to placing the Postal Department on an efficient business basis, free from politics, before we hear any more about raising rates.

When railroads proposed to raise rates, measures were at once taken to investigate the matter and to show why rates should not be raised. Why not have a complete and full investigation of the Postal Department, with the testimony of experts as to modern, up-to-date, efficient methods of management?

The Auto News, a new monthly magazine published in Des Moines, will come from the Press January 25th. The magazine is to be devoted to all phases of the automobile and motor business, the progress in aviation and to a campaign for better country roads. D. H. Caldwell, publisher of the *Iowa Unionist* and the *National Economist*, will be executive manager; Alford Garton, circulation manager; Otto W. Gruening, advertising manager, and J. W. Eichinger, editor. The new magazine will be 9x12 in size and the cover will be a handsome two-color design. The pages are to be freely illustrated. There will be feature stories, news matter and information of personal interest to every automobilist. The good roads department is planned to be a strong feature. The publication will be devoted especially to the Iowa field.

An Advertiser's Pass

The York, Pa., *Daily Dispatch* issues to each of its advertisers each year an annual pass. A reproduction of the one reaching this office, in order to show the form and style, is reproduced herewith. On the back of the page is the following: "Notice to employees—The holder of this pass, if advertising in the York *Dispatch* or the York *Daily* is to be given


THE YORK DISPATCH
AND YORK DAILY

1911 ANNUAL PASS 1911
(Not Transferable)

Admitting
Editor Herbert,
to the Newspaper Press Room and Circulation Department
THE DISPATCH PUBLISHING COMPANY.
By W. L. Taylor Bus Mgr

every opportunity of securing an exact personal knowledge of the circulation of either or both papers. All lists, books, reports and cash accounts referring thereto, are to be open for his inspection. THE DISPATCH PUBLISHING COMPANY,
"York, Pa."

The following explanatory letter accompanied the pass:--

THE YORK DISPATCH AND YORK DAILY.
BUSINESS DEPARTMENT.
YORK, PA., January 16, 1911.

Editor Herbert, The National Printer-Journalist, Chicago, Ill.

DEAR SIR:—Believing that advertisers are entitled to know what they are buying, we have for several years issued a pass similar to the enclosed.

Should a representative of your esteemed publication ever be in this vicinity, we will be glad to extend the opportunity to him to look us over. Very truly yours,

THE DISPATCH PUBLISHING CO.,
W. L. Taylor, Business Manager.

The pass does not come within the prohibition of any law of the United States, or of any State so far as heard from, and there is no copyright or patent thereon, and we believe that its use would be appreciated by newspaper advertisers generally and help to strengthen confidence in any publication.

Would Have University Teach People Through Newspapers

WISCONSIN LEGISLATOR WANTS APPROPRIATION OF $100,000 TO BUY SPACE IN WHICH TO FURNISH UNIVERSITY INSTRUCTION.

Madison, Wis., January —. Believing that the newspapers are the best means of reaching and teaching people, Senator Victor Linley, Superior, Wis., has introduced a resolution in the Wisconsin Legislature, providing for an initial appropriation of $100,000 and ultimately of an expenditure of $250,000 for the purchase of space of newspapers in which to have the University of Wisconsin give the people of the State the results of the latest investigation as well as general information concerning agriculture, dairying, public health, municipal problems, sanitation, good roads, and similar subjects of local and State interest.

Through the newspapers Senator Linley believes every citizen and every home can be reached and that the State University can furnish practical information that will be of the greatest value to the people of the commonwealth. By having this information published regularly in the same place in the paper under a department heading that will indicate its source and its authoritative character, he believes it will have more effect than if published as at present as news matter.

All the investigation being carried on at the State University from the making of hollow concrete fence posts to the latest methods of bread-making, and from the prevention of oat-smut to the best methods of rural consolidation, according to this plan, will be presented in popular form in short news stories, so that the people of the State can make use of the results of this research work.

Newspaper Criticism

Continued from page 113

stretched a band of holly border in red and green, and the title of the paper appears on an embossed block toward the top. The type used is all of highly pleasing faces—Cheltenham, Engravers' Old English and Cheltenham italic. Stock is that new mottled kind. For the purpose intended I should say that *Ginger* had unquestionable merit.

BEACH, N. D., December 19, 1910.

O. Byron Copper, DeSoto, Wis.

DEAR SIR:—Under separate cover please find enclosed *Chronicle*, for comment and criticism. Would surely appreciate anything in this line for the good of the "trade of trades." Am a regular subscriber to the NATIONAL PRINTER-JOURNALIST, and appreciate the good work on foot in the criticism department each month.

Beach is practically a new town, being only five years old, but it is a hummer, as you may notice in our Christmas issue, the advertising being excellent the year round—twelve to sixteen pages each week.

Although not having done much of the ad-work myself, as I was quite busy operating the Unitype type-setting machine the most of the time, I nevertheless take pride in this paper, it being issued in a town of about 1500. The boys of the office are unanimous in wishing to be shown whereby it could have been improved, although it was all thrown together in a hurry.

Thanking you in advance for the pleasure or trouble as it may be, I am, Fraternally yours,

HARVEY E. RICHARD.

P. S.—Go right ahead with the hatchet—the more, the merrier—it will all be taken with a view to betterment.

The foregoing letter certainly gives me a broad license in this review, and I am sorry to say that my first glance at this big and prosperous holiday edition imparts a suspicion that if I undertake an exhaustive criticism I shall perhaps be obliged to avail myself of every liberty granted. First, let me explain that the *Chronicle* is a sheet of six-columned pages, of which there were twenty in this Christmas special, besides the colored syndicate cover. Everything in this big issue was the handiwork of the local force—the product of the home shop—and that much is highly commendable. The columns of this holiday special are filled with much that is very good in point of character, the news service being thorough, with passably fair editorial work. A mass of advertising is crammed into these pages, too, but, although I have searched diligently, I fail to find a single specimen amongst these many displayed spaces that might prove an exception to the regular rule of unsightliness. They all seem to lack that touch of skill and taste that marks the work of the master typographer—there is an unmisakable coarseness in these advertisements, as pertains to their composition, a part of which may be due to the faces employed, many of which are of Gothic and other bold types. There is often too great a variety of type-faces, also, in individual advertisements, and the rules employed in connection with the ad-work is frequently of too heavy a face. The panel work attempted is altogether too choppy, coarse and amateurish. I can easily believe it was all "thrown together in a hurry." If Brother Richard is a regular subscriber to this journal and likewise a close reader of this department, he is aware that the mechanical makeup is exactly opposed to that for which I have long contended—being without order and without system. The head styles are unpolished in typography and somewhat lacking in uniformity. Impression is imperfect, and, in fine, from a mechanical viewpoint, the sheet is almost without merit in spite of the excellent equipment which is conspicuous on every page.

SYCAMORE, O., December 9, 1910.

Mr. O. Byron Copper, DeSoto, Wis.

DEAR BROTHER:—Am very much interested in your criticisms in the NATIONAL PRINTER-JOURNALIST and can in a small way appreciate the liberty you enjoy in writing your criticisms. Your December dope hits most of us in the neck. But what is better we are gradually drawing away from it and we may yet see the time when we are really our own boss. Charging enough profit to live on independence street will do it.

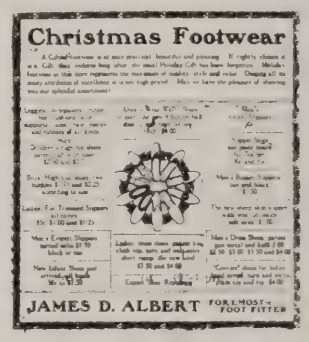
Am sending you sample copies of *Leader* and an advertising circular for your criticism.

We received the copy for the circular piecemeal, the first Saturday noon. Also order for envelopes, 1,000 each. Thursday noon we had the last newspaper forms on the press after running out these two jobs. Have two girls and 16 year old boy and it kept us "some busy."

Will get out a larger paper next week and will send you copy. Thanking you in advance,

Very respectfully H. C. RAMSDELL.

Since in this installment I am necessarily devoting myself to Christmas stuff exclusively, I have lain aside the regular editions of the Sycamore *Leader* for future consideration, intending to confine myself to the extras gotten out in honor of the holidays—and incidentally enlarged somewhat to accommodate the special Christmas advertising of the local stores. The *Leader's* special edition was conspicuous because of the absence of the customary cover. Like that other paper—from



No. 25

Missouri, I believe it hails—the *Leader* prints in its Christmas number a lot of letters to Santa Claus from little folks—some of which are laughable, all of them quaint and pathetic—all of them enjoyable, no doubt, to a large number of local *Leader* readers, who know the little tots who are the authors of these acute epistles. The *Leader* is a wide-awake, all-home-printed paper, of good news-service, legible print, a clean front page and something more than the average system in its mechanical makeup. Quite the contrary of that of the paper whose review just preceded this, the typography and styles of composition in this sheet are modest and subdued; and this combination cannot fail in at least occasionally bringing out a good advertisement specimen, like that shown in exhibit 25, in spite of the fact that no apparent effort is put forth after the achievement of the fanciful or grotesque.

WILLOW SPRINGS, MO., December 15, 1910.

O. Byron Copper, DeSoto, Wis.

DEAR SIR:—It has been a long time since I have sent you a copy of the *Republican* for comment. Therefore, under separate wrapper I am today sending you one. It is the holiday edition, gotten out and printed in five days—all the work, including the news-gathering, being done by myself and two lady typos, with the help of the "devil," who inked the press, which is a Vaughan's Ideal hand cylinder. If you see fit, you are at liberty to reproduce and comment on any of the ads, or on the general makeup of the paper, in the NATIONAL PRINT-

ER-JOURNALIST. I always read your comments on ads and find them helpful to me in my work. Thanking you for any suggestions you may offer for a better paper I am,

Very truly yours, H. F. SLUSSER.

In the main, Brother Slusser's special holiday effort is a very creditable one, especially when the sort of machine on which the printing was done is taken into account. About the only special feature, I take it, that distinguished this edition from the regular weekly output, aside, perhaps, from some extra advertising,

No. 26

was the fine colored Western Union cover, which seems to have taken so well with the newspaper boys last Christmas. Every page of this, including the front, was sold to advertisers—and, would you believe it? Brother Slusser printed the two inside pages of this cover in two colors—red and black—and got a perfect register—no small achievement, I tell you, on a Vaughan's hand cylinder. These ads of his are quite creditable, too, as I go to prove by reproducing one of them. (Exhibit 28.) The *Republican* gives a good news-service, and is to be praised for its neat front page, which is nicely balanced and free from advertising matter. Other pages, however, are not so well made up.

HIGHLAND, ILL., December 20, 1910.

Mr. O. Byron Copper, DeSoto, Wis.

MY DEAR MR. COPPER:—Under separate cover I am mailing you today a copy of our holiday edition issued last week. The copy is sent you for criticism, but doubtless you will be buried in an avalanche of Chrstmas specials.

The compliments of the season, sir, to you and yours.

Fraternally, J. W. STOKES.

It has been my privilege to describe some very attractive Christmas editions throughout the foregoing columns, but of all these none were more unique and appropriately original in its cover than Brother Stokes' Highland *Journal*. The border is made up of troops of sleepy little folks in their nighties and chemiloons, groping along with spluttering candle sticks in their hands, in the most comical and laugh-provoking search for St. Nicholas. These are done in outline. The upper portion of the page is taken up with the paper's title and in the center is a large half-tone, representing a Christmas tree, the body of which is one smiling mass of baby faces, reproduced from photographs. The cut is the result of a clever trick of the photographer, and makes, as I said, a neat and novel design for a Christmas cover. A clean print, modest typography, an abundance of creditable reading matter, and a fairly decent makeup all combine to place the *Journal* in a high class. I have been especially impressed in a favorable way with the editorial work on this paper; there is evidence of more than average skill and talent in this line in its columns.

I want to thank you for the very kind criticisms, or, rather, review of the copy of the *Index* sent you. I don't know how you could make it any stronger in our favor. Under a separate cover I have sent you a copy of our Christmas number. This is not necessarily for criticism. I merely wanted you to see what we could do down this way in the way of advertising. We had a total of 1320 inches of home advertising. I might have had a little more but I wanted to get out on time and I passed up one or two little firms in my soliciting. We print the *Index* one page at a time on a 14½x22 C. & P., printed

No. 27

850 copies, and got out 6000 impressions on the same press in the way circulars and folders, besides another edition of the paper, in ten days' time. With the help of a girl I set the big four page ad, one of the other page ads, and a lot of the smaller ones. One of my girls was tied up in a smallpox quarantine and I had to press my wife into service. She just knew the case and that was all, but she set nearly all the straight matter for the Christmas number. My printer man

did all the press work and locking up, made up and set some of the ads, and we burned considerable midnight oil and the day after the paper was out I was hardly able to wiggle, I was so tired, but I was mighty well pleased with the result.

The above paragraph is an extract from a letter to me from Publisher Harry M. Leslie of the Robinson, Kansas, *Index,* of which I have a copy before me—one of the special holiday edition, of which Brother Leslie writes above. The *Index* office made its own holiday garb, using a heavy green cover paper and printing in two colors. All of the commendable features observed in the issue of the *Index* when formerly reviewed in these columns are also manifested in its pages today, and that in spite of the additional work incident to the arduous task of issuing this special edition, which, under the circumstances, one might reasonably expect would somewhat reduce the regular standards of the office. There is a lot of special Christmas stuff in this issue of the *Index,* but fortunately none of the regular news features have suffered on that account. The full page ads of the Golden Rule store are especially well done. (Exhibit 27.)

KENSETT, IOWA, December 31, 1910.

Mr. O. Byron Copper, DeSoto, Wis.

DEAR SIR:—I sent you a copy of December 17th *News*—our Christmas edition. From the point of viciw of the critic there was much to be desired but it required considerable hustling to get out twenty-eight pages in a two-man shop (following sixteen pages the week previous), and we consider we did not do so bad.

We do not know of any other town of 500 possessing a weekly circulation, that could attempt the same stunt, with the limited help and without a type-setting machine

The hardest part of the job was the writing of the ads—only one advertiser furnishing copy.

We were disappointed in the presswork, a new set of winter rollers failing to arrive in time.

I have been devising some scheme to obtain the much desired clean front page. The lone advertiser, whose contract expires next month, has heretofore prevented it; and now, that he will soon be ousted from his choice position, I am at a loss to know how to get all my advertising on the remaining five pages. (We use two pages ready-print.)

Your corner of the NATIONAL PRINTER JOURNALIST is always read and re-read ,and we find much to instruct in the criticisms and commendations.

Yours fraternally, H. H. HALLETT.

Under the circumstances, as outlined in the foregoing letter, it would require a harder-hearted critic than I am to offer aught but congratulations on this special effort. As the creation of only two men, it is indeed worthy of felicitation, and Brother Hallett and his helper are pardonable for the pride they doubtless feel over the result of their labors. The edition had the regular news features and column after column of special matter, all seasonable and Christmassy. The most remarkable part of the issue was the enormous amount of advertising carried, proving the thrift and up-to-datedness of the Kensett business people. To be sure, as might be anticipated, the composition of this great mass of displayed matter suffered somewhat, I should judge, through the fact of the rush and hustle of the busy days before Christmas; but, while I have been able to bestow only a hurried inspection, it strikes me that the writing of these ads, even though the hardest task in Brother Hallett's judgment, was not shirked, but, on the contrary, done in a pretty creditable fashion. All country newspaper men have to be ad-writers; and every successful country editor can write a first rate ad for almost any business. Nevertheless, country newspaper advertising will never do its best work until all merchants not only learn that it pays to advertise, but that it pays to study their advertising with just the same care that they study the buying of their stocks, the hiring of their help, or any other of the most importaant phases of their business. Before country newspaper advertising can return its full benefit to the men who are using it, those men will have to learn that they are making an investment in space in which they should exercise the utmost thought and care in saying something of vital interest to their patrons and of vital benefit to their shops or stores. The average country editor can write a pretty fair general ad for his patron, as I said before, and some of us are perhaps more favorably gifted in this art than others of the calling, but none of us can at a moment's notice get all of the inside facts of our advertisers' business, nor learn enough about the selling points of his wares, to render him the sort of service as an ad-writer that he should have when he uses our space. Therefore the country merchant should learn to write advertisements. He has the inside facts of his business by heart, he knows what ought to be pushed at the right time, he knows just what there is about certain goods that make them desirable, he knows just what to tell his customers when they come to his store, and all he has to learn, to reap all the benefit from his newspaper advertisement is how to impart all that knowledge to the public through his space in the paper. But Brother Hallett hasn't rendered his Kensett merchants bad service at all, and I dare say they will all find that it pays to advertise, especially in an enterprising sheet like their own home paper. In Editor Hallett's dilemma over the distribution of his advertising within the inside pages of his sheet, in order to maintain a clean front page, with only this special Christmas number on hand to judge from, I am not in a position to enlighten him; but, if he will send me one of his regular issues, possibly together we may be able to figure it out to his entire satisfaction. Usually where there's a will there's way.

GREENWOOD, S. C., December 17, 1910.

Mr. O. Byron Copper, DeSoto, Wis.

DEAR SIR:—We are sending you by registered mail a copy of the Christmas edition of the Greenwood *Index*.. We ask criticism of this edition. We are rather proud of it ourselves both for its size and the quality of matter it contains. There are 5197 inches of display advertising in its 64 pages. If there is another country weekly Christmas edition larger than this, we would like to know who did it!

Very truly yours, THE INDEX PULBISHING CO.,
H. L. WATSON,
J. S. BAILEY,
Proprietors.

Surely here is an opportunity for the application of that hackneyed expression—"last, but not least," which no one could pass without improving. This great Christmas edition of the Greenwood, S. C., *Index,* with its sixty-four pages, replete with the finest imaginable array of Christmas stories, articles, news and advertisements, makes by far the most immense contribution to this department this month, and also, by some freak of chance, has been reserved for consideraion at the end of this installment. Granting that my readers are principally newspaper men, with a working knowledge of story-writing, they must therefore all appreciate, from even the little that has already been said with regard to this big number, that to do it justice in a review, one would have to write nearly as much as I already have about the score or more of contrbutions which have been considered in this month's installment. I cannot hope to do such a ponderous edition justice, nor to technically discuss each feature of its manufacture; but shall try in a brief way

to cite the most praiseworthy points and incidentally hope to give the reader a more perfect conception of just what the issue consisted. In reference to contents, I am unreserved in the assertion that I have never seen a better holiday special emanating from a country office. There are lengthy editorials on themes of the festive time, both original by the *Index* editors and borrowed from the South Carolina press, a vast number of intensely interesting historical sketches of earlier Christmases in South Carolina, events of war times, and reminiscences secured through interviews with the older inhabitants of the community, many letters of news from correspondents, an excellent headed and short local news department, a number of short editorials, letters to Santa from local little folks, a superlative selection of Christmas poetry from such writers as Eugene Field, etc., and an abundance of suitable plate. That handsome Western Union cover graces the outside of the edition, and page after page is taken up by the holiday displayed announcements of Greenwood business men. I need hardly add that every paragraph of the contents shows able composi-

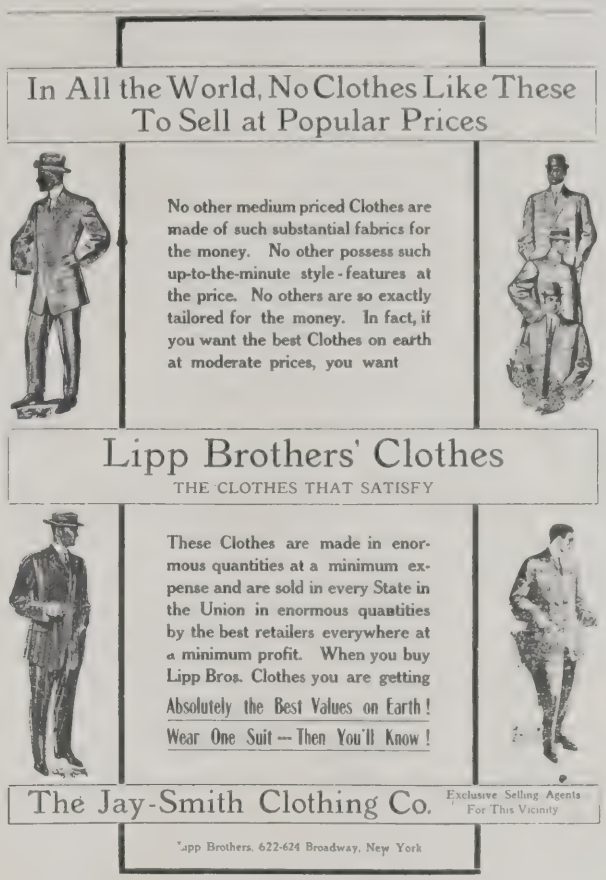
THE GREENWOOD INDEX.

CHRISTMAS AT OLD NINETY SIX

A Story of Facts and Fancy Written for The Index by Eva Holmes McDowell

No. 28

tion and skilled editing. And in a mechanical way, the making of this number of the *Index* has been much better than might have been the case in many offices should such a stupendous task have been undertaken. Regarding the mechanical makeup, the placing of the advertisements has, in the main, been done almost contrary to that which I should have advised—namely, all half-page spaces were elevated to the top, whereas I should have dropped them to the bottom; and throughout, little regard seems to have been given to graduating or placing the advertising matter properly. Typography is generally satisfactory, as it could not very well help being, with such an excellent and extensive equipment as is in evidence so copiously on every page. Exhibit 28 is a reproduction of one of the attractive front pages of one of the nine sections comprising this special edition of the *Index*, and exhibit 29 is an example of the ad composition, the original of the reproduction having occupied a full



In All the World, No Clothes Like These To Sell at Popular Prices

No other medium priced Clothes are made of such substantial fabrics for the money. No other possess such up-to-the-minute style-features at the price. No others are so exactly tailored for the money. In fact, if you want the best Clothes on earth at moderate prices, you want

Lipp Brothers' Clothes

THE CLOTHES THAT SATISFY

These Clothes are made in enormous quantities at a minimum expense and are sold in every State in the Union in enormous quantities by the best retailers everywhere at a minimum profit. When you buy Lipp Bros. Clothes you are getting

Absolutely the Best Values on Earth!

Wear One Suit — Then You'll Know!

The Jay-Smith Clothing Co.

Exclusive Selling Agents For This Vicinity

Lipp Brothers, 622-624 Broadway, New York

No. 29

page. Truly, I readly forgive Brothers Watson & Bailey for the pride which they so freely acknowledge as entertaining in consequence of this extraordinary edition of their fine, progressive paper, and I'm inclined to think their proposal to see a larger Christmas country weekly, or one containing a better assortment of Christmas reading matter, must go unchallenged. To be able—both in natural gift of intellect and skill of hand and also in scope of mechanical equipment, financial power and support,—to publish such a mammoth edition is sufficient warrant for the heartiest congratulation of every man interested in the American press.

The entrance standard for students in Journalism at the University of Missouri has been raised by action of the Journalism faculty. Under the new requirements which take effect in September, 1911, two years of college work will be necessary for admission as a regular student. Credits presented for admission must include 5 hours of economics 5 hours of sociology or political science, 5 hours of logic and psycholgy. Students who do not present these credits for entrance will be required to take such courses after admission. The Journalism faculty has adopted new requirements for graduation, which increase the Journalism course from 120 hours, as at present to 132 hours including the 60 hours of college work necessary for admission. The new requirements as to hours necessary for graduation do not of course, affect students now enrolled in the School of Journalism or those enrolling in the second semester of the present year.

Wants Reorganization

A LITTLE OF HISTORY.

PROBABLY before this paper reaches its readers, the plans proposed, by the writer of the letter printed below, for the reorganization of the National Editorial Association, will have been perfected by the Executive Committee, now, January 31st, in session at the La Salle Hotel, Chicago, but the subject will be a live one until after the next annual convention of the Association. Every one knows that the Association has never accomplished many of the things had in view at its organization, yet it has been a great educative and unifying force.

In my annual address, as President of the Minnesota Editorial Association, at the Mahtomedi Assembly, St. Paul, Minn., July 29, 1884, I said (and the extract is reprinted at length, to show the thoughts I had in mind at the time that the project of forming the National Editorial Association was first publicly announced: "Our profession will be just what we may think of it or see in it, the gnarly cord wood, or a good work of art, a painting whose price is beyond computation. I believe that the profession, which is so far-reaching in its influence, should receive more thought and more careful preparation than is generally bestowed. Men should be carefully educated for this as they are for other professions. There should be

"SCHOOL OF TYPOGRAPHY AND JOURNALISM."

The work of the editor, especially the country editor, is very closely allied to that of the typesetter. He is often printer and proofreader, as well as editor, and if not, then, very often, there is nothing from which he suffers more than from the "over-wisdom" but dense ignorance of the printer. The printer, frequently, has the same complaint to make against the editor, and, under such circumstances, if there is not a "devil" in the office, the field promises well for the ancient gentleman of that name.

Industrial schools are the crying need of our country. (Remember this was in 1884). It is an age in which knowledge is power in every trade; and more practical power of that kind is needed. So far has invention advanced all our trades that a thorough practical education is requisite to any degree of success, and no man can, as a rule, expect to be permanently and thoroughly successful in any calling which he does not understand in all its branches.

"At your last meeting you appointed a committee to consider and report on the subject of the purchase of a site, by the side of some one of Minnesota's beautiful lakes, as a summer resort of this Association. It was in mind in planning the present meeting, at this beautiful lake, that you should ascertain and know something of the advantages of such assembly grounds. It is an enterprise that is feasible through energy, patience and continued effort. If teachers and friends, students and theologians need a Chautauqua in New York and Mahtomedi in Minnesota, the members of our profession can build and make successful an Editoria in the grand Northwest. We do not need it alone as a summer resort, however. If the proposition is ever carried through, let it include the founding of such a school as I have suggested. I will give my share in the profits which have been so justly and ably computed by our honored historian and senior Minnesota editor. I would rather be one of the founders of such a school than the founder of a fortune.

When we get such a school, let graduation thereat—some twenty years or more hence, so as not to bar out any of the present members (?)—be made necessary to admission into this association. In the meantime, let us establish

INSTITUTES OF TYPOGRAPHY AND JOURNALISM

in different portions of the State, where members of this profession and workers in "the art preservative of all other arts" may get together to learn and improve from the knowledge, experience and practice of each other.

"'Whoever undertakes to enter the homes of a whole community every week, and to speak to old and young and middle-aged, of all things that concern this life, has taken upon himself fearful responsibility and owes a very weighty duty to his country. (This was a quarter of a century and more ago, before home dailies had so greatly increased and occupied the important positions now held, but these remarks are equally applicable to dailies and all other newspapers). The feeling of that duty is the highest incentive to noble and successful work. There is no inspiration equal to that of duty, and no men have excelled those who have worked under this grand inspiration, as the lives of the World's Tells, Zwingles, Luthers, Cromwells, Wesleys, Washingtons and Lincolns have proved a thousand times. Then, feeling all this, let us organize and work for advancement, and coming up from these institutes, bringing our experiences with us, let us make more broad and deep the work of this Association. It can be done in a hundred ways.

"Then, let us look forward to a

NATIONAL ASSOCIATION

formed of delegates from State Associations. There is no other calling in the country, that would be so much benefited by a National organization as would the publishers of newspapers. In the matter of advertising, alone, through a properly-organized and a properly-conducted National Association, hundreds of thousands of dollars might be saved every year to the fraternity; besides this would come the broader knowledge, and the security from the humiliation of being imposed upon, as well as a new feeling of National fraternity and interest, and in favor of united action, backed by wider information, that will result in much good to the best interests of every section of our grand and beloved land.—(Proceedings, Minnesota Editors and Publishers Association, 1884—pages 9, 10, 11.)

In my address as President of the National Editorial Association in 1886, at the first regular annual convention, in Cincinnati, after that of organization at New Orleans in 1885, I urged in addition to efforts for professional improvement, to maintain the influence of the press, to secure more adequate remuneration to the laborers in this calling and to fit the members of the profession better to meet the demands of this rapidly advancing age:—

1st. The building up a professional literature, through the publishing of books, covering the principles of the calling deduced from papers and discussions, that in the end would become as valuable as standard works in law and medicine.

2nd. The development of a professional feeling through professional training.

3rd. The establishing a college of journalism and typography.

4th. Concert of action as to advertising.

5th. The establishing a code of professional ethics and editorial conduct.

6th. Concerted action throughout the states for the securing the passage of just, uniform laws of libel to corespond with the new conditions.

7th. The establishing a professional journal as a means of communication among the members and a media for the discussion of topics and the diffusion of knowledge pertaining to the profession.

8th. A bureau of information and employment, to that, through proper officers of the different States, applications could be made for employment, and confidential information be imparted as to fitness for services.

9th. Incorporation, with objects fully defined, with rights to receive bequests and to purchase, hold and convey property.

I also recommended the following permanent committees:—

1st. Committee on Advertising.
2nd. Committee on Journalistic Education.
3rd. On Professional Standing and Etiquette.
4th. On Necrology.
5th. On Membership.
6th. On Legislation.
7th. Securing and the adjustment of fines for a large class of advertising.

(For all this see pages 73 to 78, of the First Decemen of the N. E. A.)

I also said in closing the address: "As editors, wherever our meetings are held, from year to year, we shall have the power of conferring valuable favors, not only upon the city and state where we meet, but also upon many public and private institutions.

This power of the press is universally recognized, and for that reason, as well as for the grand spirit of hospitality which is found in all parts of this free land, we shall be tendered many courtesies. These should be reserved and considered with dignity, and never should the Association be placed in the position of treating with rudeness or discourtesy, hospitalities generously tendered. "In attendance upon our meetings, we should remember that we have not only our own reputation at stake but that of the Association and every individual member thereof, as well as the standing of our profession. All will be judged by the bearing and behavior of the individual, and the conduct of each should be such as is worthy of men who live always in the public eye, to counsel and to instruct."

In 1887, at the convention in Denver, Colorado, I presented an address on the topic, "Shall the National Editorial Association Incorporate?" strongly urging such incorporation and the accomplishing, among other things, that of handling foreign advertising, etc., in which I said:—

"This question of advertising has been one that has worried editors and Editorial Associations for years, and it will never be settled except by an organization that has power to enforce its rules and contracts through qualified and reliable agents. One or a dozen county papers cannot afford to hire a man, but 5,000 papers can well afford to unite in a corporation to hire ten men who will serve all and each faithfully; be held responsible for their acts, and be paid sufficiently to give their whole time and thought to the work. Such agents, knowing and representing the rights of the publishers, would dare to urge, defend and secure these rights. Suppose that through a thoroughly organized corporation, such as is contemplated, the editors of the United States should employ ten or more agents with headquarters at some central location, and set these agents to work in their respective fields, visiting advertisers as well as becoming conversant with the different papers, the nature and extent of their circulation and the rates at which they could profitably receive advertisements, studying the business in all its departments, corresponding and consulting with one another—would not their work add hundreds of thousands of dollars to the receipts of the newspapers as well as save many other thousands that are now lost through the frauds or failures of dishonest advertising agents or impecunious advertisers? These agents could be put under bonds with good and sufficient sureties; be under control of the Executive Committee of the organization; be required to make regular reports of all business transacted, of methods used, as well as of the character of advertisers and their financial standing. So far the publishers have had no representatives, but in a short time these agents, depending wholly upon the publishers, would form a corps of experts.

"Some of our large dailies and all our ready-print establishments now employ special agents to represent them in the leading cities, and smaller publishers united could certainly find like profit. The evils of the present system are so apparent and have been so often portrayed that all that can be said is only a repetition. The editors can, if they will, remove all this, and it can be done at a very trifling expense in the way indicated, besides accomplishing many other desirable ends at the same time, one of which would be the reducing of advertising to a science, or at least placing it upon a business basis."

A favorable report was had on the address, but no action was taken on the ground that the matter should be first passed upon by each affiliating State or District organization. Every President of this Association for ten years at least recommended that the course recommended at the start be taken. At the Convention in St. Paul, President E. W. Stephens said in his annual address:—

"Much as this Association has done in the past, it has but entered upon its career of usefulness. It has been but tending to that condition of crystallization to which it is destined.

"Several of my predecessors have recommended as indispensible to the success of this body, the establishment of a national headquarters. I cordially concur in the suggestion. It will never be possible to set on foot any permanent or organic plan of work until this Association has a place of abode at some central and accessible point. The present method of having its offices scattered in various sections of the country, meeting only at long intervals, and then simply to arrange its program for its annual meeting, renders any organic consecutive or effective work impossible and, largely limits its operation to the social and educational benefits of its sessions. A crisis has arrived in our history when it must be placed upon an efficient basis. Several plans for the establishment of headquarters have been suggested. One has been by incorporation and the subscription of stock sufficient to enable the purchase of a building and the creation of a dividend to defray the expense of management. The building could be rented to persons engaged in the publishing business, or in the sale of publishers' sup-

plies, and thus be in fact what its name would indicate. Should this not be practicable, the membership fees of this body could be increased, so as to make them sufficient to maintain it; or it would be possible to make its support dependent upon the subscriptions of such persons as receive direct benefit from the agencies which its establishment would involve. The Secretary, who could be made its manager, should be placed upon a salary, and the other officers made an executive committee, or board of directors, to superintend his work.

"The possible benefits of such headquarters are numerous. We need a national directory—one for the benefit of the profession, and not to subserve the ends of private business. The compilation of such a directory may as well be done, and the profits derived from it as well be reaped by this Association as by private concerns with only private ends in view. The dignity of this Association, no less than the interests of the newspapers of the country, demands that there be a national newspaper directory to tell the unvarnished truth about all the newspapers, whether they advertise in it or not. Another valuable feature of such headquarters would be a bureau of information, by which publishers could be promptly advised of all new and practicable inventions, of the most recent ideas and methods, of the fluctuations in prices of material, and likewise be warned concerning swindles and frauds.

"But its greatest value would lie in the opportunities it would afford for solving this much vexed question of foreign advertising. All over the land are business concerns anxious to patronize the columns of the newspapers and willing to pay reasonably for the privilege. But between them and the newspaper stands a gang of so-called agents, who possess no interest in either the advertiser or the newspaper and mercilessly absorb the lion's share of the business. Why should not this Association—why should not the newspapers employ their own agents? Why should not those who claim to represent the newspapers be interested in securing the highest prices and best advantages for those whom they represent, and not in seeking all these for themselves? Either the newspapers—especially the weeklies—should adopt some method of this kind, or they should abandon foreign advertising altogether. The fact is that vast numbers of newspapers are accepting advertising from agents at an actual loss, when they should just as well have it at a fair profit. If the papers represented in this Association could deal thus directly with advertisers through their own agents they would not only receive double, treble, quadruple the figures now paid them, but they would have the volume of their patronage greatly increased, and would maintain their dignity in addition. The truth is that the advertising agents have whipped the newspaper press in detail from one end of this land to the other, and simply laugh at its seeming helplessness and discomfort. But we have it in our power to remedy the evil and protect ourselves if we do but exercise the power.

"The duties of this national headquarters might be further enlarged. It could be made the medium for the purchase of material of all kinds,—paper, type, auxiliary sheets, presses—everything used in a printing office—which, by being purchased in quantity, could be obtained at rates far below that now paid. When type-founders, press-builders, roller-makers, and paper-dealers organize trusts against us, why should we not adopt the plan of co-operation for our own benefit? Thus publishers in remote sections of the country, without incurring the expense of travel and investigation, could be afforded the benefits of the best material and the lowest rates.

"The details of this management it is not necessary here to indicate. That the plan is simple and practicable there is no doubt. It would unify, harmonize, organize the press of the country, bring its members into a better acquaintance with each other, suggest new movements and result in benefits which can now be neither foretold nor imagined. One feature that would probably grow out of it would be the creation of a press fund, such as exists in England today, the proceeds to be applied to the support of deserving journalists who have worn themselves out in their profession. The scanty wages paid editorial writers in many places barely provides them with the means of subsistence, and it is not characteristic of many of them, among whom are some of the most refined and cultivated men of the time, to be provident of their means. It would be the noblest expression of philanthropy to thus provide for these accomplished men, who in their day and generation do so much to advance the civilization and increase the happiness of mankind. It would be a benevolence to which the wealthier journalist would gladly contribute and whose maintenance would be a glory to our profession."

A committee was appointed in accordance with the recommendations of President Stephens, consisting of B. B. Herbert, H. P. Hall, J. M. Page, B. J. Price and James A. Hoyt, who submitted the following report:—

"Your Committee appointed to consider the advisability and the practicability of forming a National Business Association, with permanent headquarters, have given such consideration as the time since their appointment last evening has permitted, and respectfully submit the following as their conclusions:

"As to the advisability there is no room for two opinions. By the handling of foreign advertising independent of advertising agencies, the purchase of supplies, and the general business information that could be disseminated, it is fair to estimate that from twenty-five to fifty per cent could be added to the net annual profits of the papers outside of the large cities.

"The question of practicability rests entirely with the publishers. If a sufficient number of papers will co-operate in the movement the practicability would be as easily determined as the advisability. That is a matter which no committee can determine. It must be settled by the actual experiment. To this end your committee recommend the formation of a stock company with an authorized capital of one million dollars.

"The leading office should be in Chicago and the incorporation made in Illinois, unless the laws of some older State offer greater advantages.

"Every publisher who joins this organization should be required to subscribe for at least one share of stock of $50, and no publisher be allowed to take more than fifty shares, paying for the same at the rate of ten per cent per month, and the stock being held until the last payment is made.

"In addition there should be annual dues of at least $10 per annum paid by each member, ten per cent of the dues being payable with each monthly payment of the stock, until the full amount of the stock subscribed has been paid and thereafter in equal semiannual payments.

"This organization should not be attempted with less than one thousand subscribers, and the proposition for

stock subscription should be conditioned upon one thousand papers taking stock.

"In a hasty consideration of so important a matter it is impossible to formulate an absolute plan in all its details, and we recommend the appointment of a standing committee with authority to use one thousand dollars out of the funds of the National Association treasury, or so much thereof as may be necessary, in proceeding immediately to make an incorporation and presenting a definite and legal form of business organization, with a view of ascertaining whether one thousand or more papers in the country will engage in the enterprise. If that number or more should be secured its success, in our opinion, would be assured from the start.

B. B. HERBERT,
H. P. HALL,
J. M. PAGE,
B. J. PRICE,
JAS. A. HOYT,
Committee."

The report was accepted as a report of progress and the committee continued and articles of incorporation were subsequently drawn and signed, but effort showed that the time of organization had not been reached.

With all this back of the present movement, it is not necessary to say that I am ready to record every effort in that direction, through entertaining no fears as to the future permanency of the organization. Here is that part of the young man's letter in which such reorganization is urged, omitting a portion pertaining to attendance at conventions that has been fully regulated by the action of the Association and requires no further discussion but only devolves on officers to perform their prescribed duties:

CINCINNATI, O., Jan. 25, 1911.

MY DEAR MR. HERBERT:—

Advices from many parts of the United States—coming to me—seem to indicate that unless an immediate reorganization of some sort takes place in that child of your creation—the N. E. A.—the Association will come to an end, and, as its founder, I am appealing to you for your aid in a project some of us have in mind.

This is a weeding-out along the lines of my New Orleans address, and then reorganization.

The N. E. A. touches me particulary closely in my work, and I would be glad to assist in its reorganization. You may treat this as an open letter throughout.

Sincerely, F. J. KOCH.

The plan referred to was in part, the establishing a means for the recognition and identification of actual bona fide members of the calling by means of an authorized card, certificate or pass, the nature of which is pretty well explained in the following item of news, that appeared in the *Western Publisher* of January 25th:

Assemblyman Arthur M. Spiegel of Cincinnati will introduce a bill at the next session of the Ohio legislature, providing for the creation of a State newspaper pass, to be issued to men on the staffs of all papers in Ohio as a means of identification. At the Convention of the National Editorial Association, held in New Orleans last February, a resolution was adopted for State newspaper badges. It was decided to take up the matter by States, and Ohio will take the lead in the matter. It is intended to use a form similar to those used in railroad passes a few years ago. A photograph of the holder and his credential will be inclosed in a leather case, on which his State seal will be impressed.

E. E. Parker & Son, publishers of the Dodge County, Wis., *Citizen*, will commence publication of the Beaver Dam, Wis., *Daily Citizen* about the middle of February.

A Manufacturer's Reference Library

TAKING CARE OF VISITORS AND BUYERS—A SUGGESTION FOR OWNERS OF NEWSPAPER ESTABLISHMENTS.

THE enterprise of commercial and manufacturing organizations in many of our cities is worthy of note and imitation. It would be a blessing if our municipal governments and all our newspaper establishments were conducted with the broadness of view for helpful service, wise liberality, foresight, cooperation, patriotic spirit, system and efficiency that characterize many of the voluntary promotive organizations in many of our cities. The following letter, with the accompanying circular, tells of a new and commendable institution established by the Commercial Bureau Company of New York City for the convenience of visitors and buyers:—

THE MANUFACTURERS LIBRARY.

HUDSON TERMINAL BUILDING, NEW YORK.
NEW YORK, Jan. 18, 1911.

The National Printer-Journalist, Chicago, Ill.

SIRS:—We respectfully invite you to send to the Manufacturers' Library, to be put on file for reference, a copy of your publication when regularly issued.

The field of activity of the Manufacturers' Library is comprehensively set forth in the accompanying printed circular.

The [illegible] will be pleased to supply you with any number of invitation cards which you may distribute with your compliments to any of your subscribers visiting New York, giving them thereby, accessible and convenient headquarters, wherein to make and keep business engagements, and have at ready disposal for consultation and reference Trade Literature not otherwise available in New York City. Respectfully yours,

THE MANUFACTURERS' LIBRARY
W. Harper, President

The circular gives a description of the library, its contents, accessories and objects and is, in part, as follows:—

The Manufacturers' Library is an adjunct to the Commercial Bureau Company, but stands on its own feet. Invitations have been sent to buyers throughout this country and in many foreign countries, to make the library their headquarters when they come to New York. The advantages and conveniences offered to them there are manifold. There are private desks and consultation rooms in which they meet the men with whom they want to do business. A town address for letters and telegrams, free telephones and convenient stenographers and typewriters are other conveniences.

But the chief convenience and the distinctive feature is the library of manufacturers' catalogues. This collection contains several thousand catalogues, and the number is increasing daily by hundreds. The buyer coming to the library finds himself in the immediate presence of the printed literature of nearly the whole manufacturing world. Instead of writing for a catalogue he has only to speak to an attendant and the library is placed in his hands in a minute.

The search of catalogues is an endless piece of business. At the library he will find in a convenient card index a brief of the contents of each catalogue in the collection. If, for example, he wants to buy pumps, he will find under that heading the name and address of every Manufacturer in America that makes pumps, what kind of pumps he makes (for they are legion) and then, by reference to the catalogue itself, the prices and terms. In a few minutes he may to all intents inspect all the pump factories in the country.

And, all this had not cost him one cent. Of course, some[body] had to pay for the catalogues he used, the card [index] showing what they contained, the telephones and [stenographers] and typewriters, not to mention [the rent] he had free use. Who pai[d] facturers put up a small[er] many dollars ahead on [the deal]

This is along [line] October, 191[1] tor's Opp[ortunity] making [a] ests—ci[ties]

al—of the field covered by the paper, with maps, charts, books, card indexes of information and bound volumes of papers and clippings, all indexed, giving all that may be desired to be known with regard to all the institutions of the people, business establishments, factories and farms, roads, schools and churches, biography, history, etc., etc.

A newspaper can, at comparatively small expense provide a wonderful amount of material that will be of great interest, convenience and value to all the citizens of and visitors to a city, and that will help along all lines of the different activities and growth. We do not feel it necessary to go over again, here, this subject so recently treated at length, but only to suggest the advertising value of such a room, furnished with all the means of information, of convenience and comfort, to the enjoyment and use of which all visitors are invited through the paper and by circulars and invitation or visitors' cards. The result would be not only that of popularizing the paper, but of opening a new source for the gathering of useful news and suggestions, that would be backed by the personalities of the newspaper's visiting and appreciative friends. There are a number of newspaper establishments already acting on these suggestions to their own profit and to the benefit of their patrons, both advertisers and subscribers.

Election Held by Mail

ASSOCIATED PRESS NEWSPAPERS OF INDIANA CHOOSE THEIR OFFICERS.

The *Tribune's* Special Service.

INDIANAPOLIS, January 16.—An election of officers of the Indiana State Leased Circuit of the Associated Press, which election was held by mail, has just been completed. The results is as follows:

President, F. A. Miller, South Bend *Tribune;* Vice-President, Robt. L. Williamson, Muncie *Star;* Secretary, L. W. Heney, Terre Haute *Star;* Treasurer, George M. Cook, manager of the Associated Press in Indiana with headquarters in Indianpois.

The membership in this orgnization consists of the folowing Indiana newspapers: South Bend *Tribune,* South Bend *News,* Fort Wayne *Journal-Gazette,* Fort Wayne *Sentinel,* Marion *News-Tribune,* Muncie *Star,* Lafayette *Courier,* Lafayette *Journal,* Terre Haute *Star,* Terre Haute *Tribune,* Logansport *Tribune,* Evansville *Courier,* Evansville *Democrat* and also the *Commercial News* of Dansville, Ill.

The association has decided to hold its second annual banquet in this city on the evening of September 21. It is expected this banquet will be one of the most brilliant affairs of that character ever given in Indiana. The first banquet last year in the Claypool hotel was an unusually interesting affair. Members assembled in Indianapolis and in the afternoon were given an autmobile ride to the celebrated Indianapolis speedway and to other parts of the city.

The banquet in the evening was honored by the presence of men of nation-wide reputation, among them being Melville E. Stone, of New York, manager of the Associated Press; Col. Charles S. Diehl, of Chicago, assistant general manager; former Vice-President Charles W. Fairbanks; Senator Albert J. Beveridge and Gov. Thomas R. Marshall, of Indianapolis, and former Gov. W. T. Durbin, of Anderson, Ind.

...per, the Topeka publisher, was the general chair... Campaign to raise $45,000 for the ...oung Men's Christian Asso... ...tian Association of To... the White Eelephant

...ne claims a ... increase

Requirements for Entering School of Journalism, Missouri

The School of Journalism of the University of Missour: has adopted new requirements of admission for regular students. These requirements are higher than the requirements for admission to any other course in journalism in the United States. Two years of college work, or its equivalent, under the new regulation, required for admission to the journalism school, the same requirement as for admission to the other professional schools of Law and Medicine. The college course required for entrance includes English, physical and biological science, ancient language, modern language, history, logic and psychology, economics, sociology, and political science. These requirements for admission become effective September 1, 1911. The increase in the requirements for admission has been brought about because of the large enrollment in the School and the desire of the faculty to place its standards as high as those of any other professional school. The School of Journalism of the University of Missouri gives the professional degree of Bachelor of Science in Journalism at the completion of its work. At present the completion of a four years course is necessary to obtain this degree. When the new requirements become effective, the course will be lengthened so that, in addition to the two years of college work for entrance, it will be necessary for the student to complete 72 hours of work in journalism to be graduated.

Items of Interest

The Annual Review Number of *The Railroad Red Book,* a monthly publication issued by the Denver & Rio Grande, has just appeared.

This magazine is an exponent of irrigated farming in the Rocky Mountain region, and the Annual Review number contains no less than 103 original articles especially prepared for this issue on agricultural, mining, commercial subjects, including among its contributors Governor Shafroth of Colorado, Governor Spry of Utah, Governor Mills of New Mexico, ex-Govenor Adams of Colorado, C. J. Blanchard, Statistician of the U. S. Reclamation Service, President Lory of the Colorado Agricultural College, Judge Colborn of Salt Lake City, Prof. Merrill and others of the Utah Agricutural College,, and W. W. McLaughlin, Irrigation Engineer of the Department of Agriculture.

The Annual Review number of "The Red Book" is looked upon as a valuable reference publication, and this, the sixth issue, is considered the best of the series.

The Massachusetts Press Association held its annual meeting January 16th, at the Boston City Club, choosing the following officers: Hon. Thos. Leavitt, Dorchester *Beacon,* President; L. R. Hovey, *Haverhill Record,* Wm. White, Mansfield *News,* Eben Prescott, Braintree *Observer,* Vice-Presidents; Wm, J. Heffernan, Spencer *Leader,* Secretary; John Temperley, Newton *Town Crier,* Treasurer; J. Alex Lodge, Manchester *Breeze,* Auditor; Chas. C. Doten, Plymouth, Historian. The February meeting will be held on the 13th, at which time the association will visit the model plant of the *Christian Science Monitor,* Boston. The association is considering the appointment of an official estimator for the help of those in the job printing business and of securing a representative of the United Typothetæ to give them a lecture upon cost systems.

Fred S. Ferguson, formerly on the staff of the South Bend *Tribune,* who went from South Bend to the United Press in New York, is now manager of the Indianapolis branch of that news association.

Miss Margaret Tobin society editor of the South Bend *Tribune,* who has been ill, is again at her desk.

Ernest R. Gardner, formerly editor of the *Advertisers' Magazine,* and for several years with the Horn-Baker Advertising Agency of Kansas City, has joined the advertising staff of the Capper Publications, Topeka, Kans.

MORE WORK THROUGH PUBLICITY

Address all communications to Winfred ArthurWoodis, 58 Front St., Worcester, Mass.

PROGRESSIVE Advertising is essential in business life. "Keep improving" is a good suggestion well to consider in progressive advertising and also the plant equipment. "When business comes to a printer because he is known to do better work than the other fellow—then not 'till then, is he on a firm foundation. Then, not 'till then, can he know that the future assures him profit and satisfaction with his work." The quotations preceding I give from a recent advertisement of Cameo Plate paper of the S. D. Warren & Co., of Boston, Mass. It is most applicable to the printer in a number of ways. It can be applied to the grade of production, to the plant equipment, or to his daily business methods, but in no way is it more in need than in his publicity matter. It must be adhered to in his advertising. Each month or year should show improvement. His business demands it. It is the vitality of the life of the plant. It's what sells the goods for the printer.

When we stop to consider and look the field over, and see what our competitors are doing, there is but one conclusion, and that is, to be successful, we must produce the highest class of work in our publicity matter as well as in all daily plant production. We must know how to plan, we must be firm in our assertions, have a good knowledge of types, composition and presswork and be able to talk on them intelligently; we must know our customers' actual needs, and be able to give them something that fits their particular wants, without assuming an expressive attitude contrary to their business policy. There is no better way to demonstrate this than in the printer's own publicity matter. The business man of today places a greater value upon his printed literature than he did ten years ago. He realizes business methods change as we progress with time. The value of the silent salesman impresses him more and more and causes him to pay more attention and give greater care to his printing. To be up-to-date demands a continuous "keep improving" advertising policy and the plant equipment should be up-to-the-minute to meet this demand in your publicity matter. "Keep Improving" is a good motto that should go hand in hand with the "Do It Now" axiom.

In the monthly calendar, the printer, engraver, merchant and manufacturer find a good medium for conservative advertising. It is consistent with economy and useful in its presentation. It invariably finds a place on the busy man's desk. Its presence is looked for from month to month. It is one of the best reminders in advertising literature. Appearing as it does at regular intervals, the new calendar arrives just in time to enliven the interest in your prospect just as the old calendar is beginning to lose its effect.

From the Manz Engraving Company, Chicago, comes three fine looking cards. The January calendar, especially, is a work of art. Printed on a brown stock in white and red, with a winter scene printed in

a dull green on white and tipped on, it makes one of the handsomest calendars I have seen for a long while. As it is difficult of reproduction, I show the December calendar which is not far behind the one of January.

Warren S. Dressler of Camden, N. J., favored me with two blotters the past month. One is in the nature of greeting of the New Year, with the 1911 in very large figures printed in gold. The other calls the business man's attention, to the fact that 1912 calendars are now in order. It's the early bird that gets the worm," and I admire Mr. Dressler's activity toward getting business.

Mailing cards are an important feature in the publicity world. The Barnes-Crosby Co., of Chicago, sent

out two very pleasing cards during the holidays, announcing office closings. It shows the resourses of

the company for original pictorial matter in keeping with the holidays. The artist's thoughts are well expressed in each card. They command attention.

The December calendar of Chas. Even Johnson &

Chas Eneu Johnson & Co.
Printing Inks.
DECEMBER
SUN MON TUE WED THU FRI SAT
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

Co., printed in four colors, is very timely, and pictures a winter Dutch scene.

The Gatchell & Manning Engraving House of

Phialdelphia send a yearly calendar in a very novel size, in the form of a label with a tiny yearly pad attached. Trimmed on the back it makes it very convenient to stick to most anything, making it of permanent advertising value, because of its usefulness.

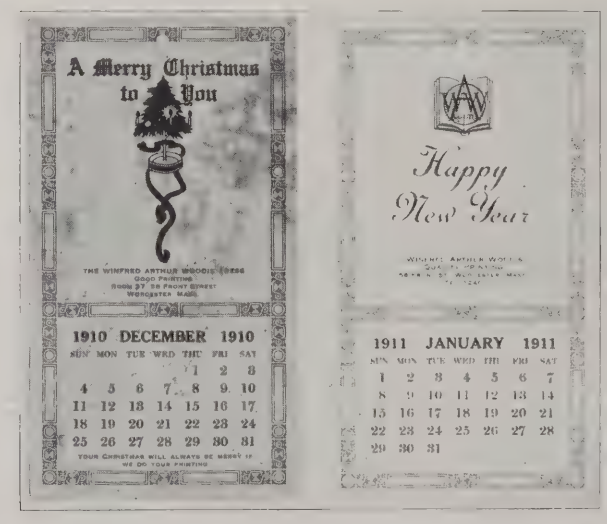
The Howard-Wesson Co., of Worcester, Mass., always present a calendar appropriate to the month it is issued, and is demonstrative of the artistic temperament of this concern, which is one of the best engrav-

HOWARD-WESSON-CO.
LET US ALL BE THANKFUL
TELEPHONES 2670—2671
Designs for ADVERTISING HALF TONES & ENGRAVINGS
NOVEMBER
Sun. Mon. Tue. Wed. Thu. Fri. Sat.
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30

ing houses in New England. It is prepared in a yearly series in color arrangements and size. I show the November card.

The typographical form is also a very pleasing one, in contrast to the calendars of the various engraving houses. Plain and dignified, it always finds a place on the busy man's desk because of its simplicity.

The December card shown below was printed on



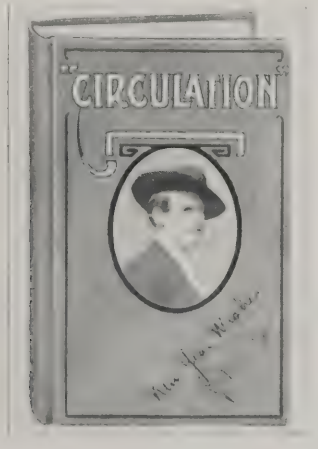
Onyx stock, crinolene, in red, green and gold and the January in green, red and black, on white bristol. It is needless to say that this advertising has paid for itself many times over.

A card from the Philadelphia Bulletin, printed in buff and black on blue stock, is very striking in ap-

COVERS
PHILADELPHIA
MOST Philadelphia advertisers and many national advertisers, have found out to their profit that they can, by concentration in the
Philadelphia Bulletin
cover Philadelphia and its environs at one cost.
October Circulation
NET PAID DAILY AVERAGE
241,632 Copies
William L. McLean, Publisher.
Chicago Office, J. E. Verree, Steger Building.
New York Office, Dan A. Carroll, Tribune Building

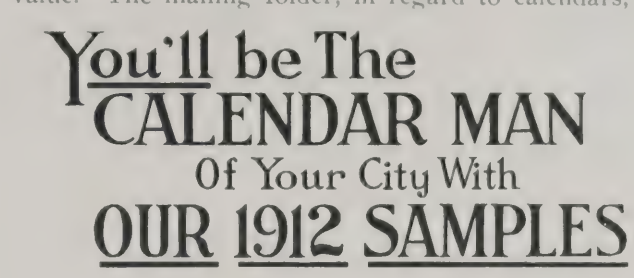
pearance. The cut being of a silhouette nature, furnishes a contrasting background for the type matter. It is a very strong advertising suggestion.

Another card in the shape of a book with the photo of Mr. Cox in center, printed in brown and buff on a white stock, creates a pleasing three-tone effect and is



quite novel. It is issued by "Circulation" and mailed from St. Paul, Minn. The novelty of the card causes the interested recipient to file it, making it of reference value.

The J. W. Butler Paper Co., of Chicago, issue a lot of good advertising literature that the printer could well spend the time to look over. He could adopt some of the suggestions that would be of material value. The mailing folder, in regard to calendars, is



the best in the package I received from them. The pictorial story in calendars, which has also appeared in their advertisements in various publications, is all right. The inside, set in Bookman and printed in red and black is legible and strong in its get up. The outside is shown.

A neat and handsomely printed booklet is received frm the Western Engineering and Colortype Co., of Chicago. The halftone printing is elegant in its detail. The pages display various types of halftone building which is most excellent. Will always be pleased to receive samples of work from this house.

Col. Jay L. Torrey, chairman of the Board of Visitors of the University of Missouri, in his report to Governor Hadley, suggests that the University should subscribe for all the newspapers and magazines published in Missouri and preserve them in fireproof library buildings.

"The publications of our State," said Colonel Torrey, "indicate the trend of our ambitions and record our achievements. They constitute the records which the historians must consult in order to correctly write the history of our State. Our press has been much criticised and in some instances it is possible the same was justified, but in the main it must be admitted that our newspapers are ever in the 'firing zone,' and constitute the picket line of our advancing civilization. More and more they are quickening the conscience, brightening the intellect and becoming indispensable to our people. Many of these publications are now donated to our institutions, but why should the State be an object of charity? What has the State done for these intelligent toilers to justify it being put upon the deadhead list? Nothing that we know of. Home papers and magazines should be on file for the benefit of students from all parts of the State."

Colone Torrey's report suggests also that there should be an advertisement of the University of Missouri in at least one paper in each county of the State and in the city of St. Louis shortly before the commencement of each semester, occupying such place as the appropriation will warrant.

Nine students will be graduated from the School of Journalism of the University of Missouri in June with the degree of Bachelor of Science in Journalism. The first graduating class, the class of 1909, had only one member Charles Arnold, now with the St. Louis *Globe-Democrat*. The second year's class, the class of 1910, numbered six. Of this number five are engaged in active journalistic work and one is a teacher in the University of Missouri. Miss Mary G. Paxton, the only woman graduate, is a reporter on the Kansas City *Post;* J. B. Powell is city editor of the Hannibal *Courier-Post*, G. V. Kenton is assistant telegraph editor of the St. Louis *Star;* and R. P. Gould has an editorial position with the El Paso, Texas, *Herald*.

Norman Hapgood, editor of *Collier's Weekly*, addressed the Kansas State Editorial Association at its meeting in Topeka, January 30.

Some Enlightening and Encouraging Views and Facts for Newspapermakers

IN the Annual Review Number, January 12th, of *The Commercial Union,* of Chicago, there is given very much that is informing, encouraging, suggestive and enlightening to newspaper-makers and fully in accord with views, as to the bright prospects for the coming year, that were expressed, editorially, in the January issue of the NATIONAL PRINTER-JOURNALIST.

SATISFACTORY BUSINESS FOR 1910.

Editor Omer T Doud gives the following brief review of the very satisfactory showing of business for 1910:

Dividends paid by industrial corporations and steam and electric railways were in round numbers $695,000,000 for the year, against $611,000,000 for 1909, an increase of 13.7 per cent.

Railroad earnings increased a fraction over 8 per cent, deposits in the banks of the country increased also about 8 per cent, imports increased nearly 5 per cent, and exports about 2 per cent. Though the balance of trade in favor of the country was the smallest since 1895, it gained remarkably in the latter part of the year. Pig iron production increased about 5 per cent; the commerce of the great lakes was approximately 10 per cent greater than the highest previous record, that of 1907; Portland cement production increased about 12 per cent, and about 9.5 per cent more miles of new railroad were built than in the previous year.

ADVERTISING ORDERS UNPRECEDENTED.

George W. Herbert, Manager Standard Farm Papers, Chicago, Ill., writes:

So far this year advertising orders have come in with unprecedented activity. Never before in my experience have so many orders for new, clean business been entered. So far as I can see at this writing, the crop outlook for 1911 is exceedingly bright, though, of course, it is somewhat early to foresee. The Fall weather was very favorable and the condition of the Winter crops, and the condition of the soil at this time is excellent. The law of supply and demand will necessarily make prices high this year, as each year brings more mouths to feed, with the number of producers not keeping pace with the number of consumers. However, while business conditions are most favorable, there seems to be an undercurrent of feeling that caution is necessary. This emanates indirectly from the financial interests, who fail to judge the country as it should be judged. I do not look for any decrease in business, and I believe we can safely count on the fact that the financial interests are just as anxious for progress as we are, because the little dabbling these people did along in 1907 was a lesson to them and from which they have not yet fully recovered. "The farmers can do without Wall Street better than Wall Street can do without the farmers."

The money of the country to-day is in the West. Most of it is in the farmers' hands. The basis of all true prosperity is the farmer, and if the farmer is prosperous no legitimate financial depression can take place.

INCREASING CIRCULATION AND GROWING BUSINESS.

J. K. Groem, Business Manager of the *Daily Beacon* of Aurora, Illinois, in writing of "The Advance of Country Dailies," says of the increasing circulation and growng business, as well as of the improved and more effective measures by which business is secured:

Daily newspapers are being taken more generally by people both in town and country than ever before. An increase of a few hundred used to be the limit of possibilities in a year for any country daily. A thousand in a year was so rare that many honestly declared it to be an absolute impossibility. Now any paper that is doing anything worth while can get a hundred a month and no one who really knows conditions places any limit on what may be done. Our paper has had an increase of 8,900 in five years, which is an average of over 1,700 a year, over 2,000 of them during the past year and once, a couple of years ago, we put on a net increase of 900 in six weeks. Ten years ago such a record would have been impossible. Now, however, while that is better than the average no one thinks of discrediting the claim, because that is the way live papers grow nowadays and papers that are not alive do not grow at all.

It has not been so long ago when all the papers of a town, no matter how many there were, did not half cover the homes. When advertisers could not cover half their territory even though they used all the papers, it was not strange that they touched the daily paper advertising pretty lightly.

Now there is scarcely a home without its daily paper arriving regularly. In some towns a single paper goes into 70, 80 or even 90 per cent of the homes. That naturally encourages the advertisers and the papers show it in the volume of advertising carried.

Manufacturers are learning that if they would reach and influence the buying public they must have frequent and regular heart-to-heart talks with Madam, the mistress of the house, in the columns of her favorite daily paper. The local retailers realize this and do not regard with any satisfaction money spent in general campaigns. This pressure from the retailers more than any direct effort by the papers, is having its effect on the manufacturers.

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The country dailies within the past few years have awakened to the fact that it pays to have advertising managers and solicitors of as high order of ability as the metropolitan papers, and have been making salary inducements, which, combined with the smaller living expense has caused many really efficient men to stay with them instead of going to the large business centers, and the result has been felt the past years as never before.

These men have been able to show the merchants of these smaller cities a real reason for doing good advertising and that they can use the same methods the big merchants in the big cities do, with results proportioned to the cost as compared with that of the metroppolis, and this combined with the fact that country merchants are naturally awakening to the advantages of good advertising is shown in the advertising columns of the dailies everywhere. There has never been a year in the history of the advertising business when the country dailies carried such a volume of advertising as during 1910.

The rural free delivery is just beginning to be felt in the advertising department of the country dailies.

COUNTY POOR FARMS TURNED INTO AGRICULTURAL EXPERIMENT STATIONS.

Marco Morrow, Advertising Director of Capper Publications, Topeka, Kansas, writes of conditions in the Sunflower State, that likewise largely prevail in all the West and Southwest, under the characteristic caption, "Something Doing in Kansas":—

Kansas, which twenty years ago was the hot-bed of political unrest and economic discontent, has become the home of peace and plenty—"The Parallelogram of Prosperity"—where the no-longer-needed county poor-farms are converted into agricultural experiment stations and the erstwhile bewhiskered jay has grown into an alert man of affairs.

Adequate returns for intelligent labor expended upon fertile soil is the secret of the transformation.

The comfortable feeling that accompanies well-filled bins and crowded granaries is the doom of unrest.

Kansas, to be sure, is not alone in this agricultural prosperity. The upward tendency of prices of farm products has been nation-wide—world-wide. But Kansas has taken advantage of this trend and has turned it to her own account to a remarkable degree.

THE HOME WEEKLIES COMING INTO THEIR OWN.

W. S. Grothwohl, writing of the home weekly papers under the subject, "Testing the Country Newspaper, says:—

In the country every one knows every one else in the whole community and the paper which comes to the home filled with

items concerning neighbors is a message of human interest to every member of the family, and receives an intensive reading that no other publication is ever given.

There are no better buyers of advertised, trademarked goods than the very people reached by the country newspaper. Farmers and townspeople are responsive to good advertising. An advertisement in a paper of this character, with its limited number of well read pages, stands out with a prominence that is not possible in the midst of a mass of pages of the metropolitan newspaper. The less number of pages a paper contains the more valuable is each for advertising purposes.

I am glad to state that the light is breaking through and that this traditional indifference to advertising on the part of the country newspapers is being rapidly overcome. The publisher is beginning to realize that the advertising columns are an important part of his publication and is taking a keener interest in advertising as a whole.

One of the principal things an advertiser wants to know about any medium is, Does it go to the people he wants to reach? Now, in these days when the farmer is buying everything that the city man does, including automobiles, bonds and mortgages, it seems that the country newspaper field is a particularly attractive one for the general advertiser. A prominent manufacturer of hosiery in Milwaukee not long ago stated that the country newspaper had given him better results in a definite way than any other medium he has ever used. Also he stated that next year he is going to experiment with a campaign in the country press, placing the advertising through retailers in each town where his line of goods is carried.

This recalls the statement made one day by a large manufacture of men's clothing. He said, "The one thing above all others that makes a dealer send in an order for a line of goods is to have three or four calls for the article." "Now, how can the manufacturer bring about this demand for his product in the small towns and farming communities and get the dealer's order?" To this the country newspaper is the one best medium.

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By using the dealer's local paper the manufacturer can get better co-operation from the dealer, and that's one thing every manufacturer is looking for. To cite an instance, there is a shoe manufacturer advertising in a large number of country papers. Every time his advertisement appears the local shoe dealer who handles this manufacturer's line of shoes places an ad, right under the manufacturer's ad, recommending the advertised shoe or otherwise calling attention to the fact that the shoe can be had at his (the local dealer's) store.

A manufacturer can not only get better co-operation from the dealer, but if the local newspaper publisher is alive he will co-operate with the manufacturer's advertising in his columns, by prevailing upon the local merchant to use space for the manufacturer's article once in a while and to also give the advertised article its share of window display.

LOUIS G. PARROTT DEAD.

Just as we were sending the last pages of this issue to press, the sad news reached us of the sudden death of Louis G. Parrott, editor of Waterloo, Iowa, *Evening Recorder*, at his home in that city. He was the son of the late Hon. Matt Parrott, and brother of Wm. F. Parrott, Corresponding Secretary of the National Editorial Association. We join, with our readers, in heartfelt sympathy to the family in this hour of their deep sorrow. While in attendance on the meeting of the Executive Committee of the National Editorial Association, in Chicago, Jan. 31st, Mr. W. F. Parrott expressed uneasiness as to the health of his brother, fearing that his condition indicated Bright's disease, but there was then no thought of the sudden and fateful ending of his illness.

"WORTH REMEMBERING."

"Our good old friend, Benjamin B. Herbert, editor of the NATIONAL PRINTER-JOURNALIST, says something in every issue of his publication that is worth remembering."

Bremer Co. Iowa *Independent*.

Thanks. May all our newspaper makers read that they may remember and put in practice.

Journalism Number of Wisconsin Alumni Magazine

A SYMPOSIUM OF OPINIONS BY EIGHT GRADUATES OF THE WISCONSIN UNIVERSITY NOW ENGAGED IN NEWSPAPER WORK.

THE Magazine of the Wisconsin University Alumni Association is in every way a valuable and creditable publication. The number for January 1911 is largely devoted to journalism and is filled with matters of interest to newspaper men, present or prospective. Among the subjects treated are the following: Journalism as Alumni See It; The Course in Journalism; The Journalistic Laboratory; Publicity for the University; Journalism Graduates;; A University Press —David S. Hanchett, '10; Rugby—Professor George W. Ehler; The Appointment of B. H. Meyer, '94—Professor John R. Commons; Conservation of Natural Resources—F. W. McKenzie, '06. The symposium of communications or articles from eight alumni of the University of Wisconsin now engaged in newspaper work, grouped under the heading, "Journalism as Alumni See It," contains very many thoughts and views that will be found full of valuable suggestions for newspaper workers everywhere.

PRESENT NEED OF "HIGH IDEALS, BREADTH OF VISION, CAPACITY FOR THOUGHT AND ABILITY TO EXPRESS IDEAS."

Mr. C. Douglas, editor of the *Dunn County News*, a graduate of 1893, says:

Now as never before, the newspaper man is regarded as belonging to a profession. Standards are being raised, and one of the greatest difficulties confronting the editor in touch with the times is to recruit his ranks with the kind of young men and women who meet these standards. What is wanted in the profession is a body of workers with high ideals, breadth of vision, capacity for thought and an ability to express their ideas and perceptions tersely, correctly and interestingly.

David J. Atwood, Class of '96, Editor of Janesville *Gazette*:

COLLEGE MAN WILL FORGE AHEAD.

The college man when once firmly established will forge ahead of the other workers who have not had the same opportunities of a college course to develop upon.

I have seen this true in so many cases that my opinion, that a college education is most essential in this day and age for a man or woman who expects to make newspaper work their profession, is strengthened. As a suggestion I would select a course of English, history, literature with special attention to style, thought and composition, and careful work in spelling, as a preliminary training for actual work on any daily paper, whether it be metropolitan or in a smaller city.

HIGH STANDARDS AND LEADERSHIP.

Rufus E. Knoff, Class '01, Editor of *Wiscosin Journal*, writes of the necessity of qualities which every college-bred Journalist ought to possess—wide knowledge, broad view, self reliance, well-based convictions, judgment, the power of concentration and habits of industry and thoroughness. The college man must set high the standards of journalism or these standards will be low. The college journalist must carry forth the reforms, if reforms be won. For the college man can not escape leadership in journalism. He leads now and henceforth must continue to lead. And this is the measure of the responsibility of the college man of today who becomes the journalist of tomorrow.

A FIELD OF SERVICE.

Mr. Osmore R. Smith, of the Class of 1906, Civic Editor of the Milwaukee *Jrurnal*, gives some most valuable and enlightening views of the newspaper calling, opinions that deserve and will richly repay careful study and thought. He opens with a candid statement of discouraging facts in the pursuit of journalism as to remuneration and fame, if these are most prized, and says:

The opportunity for service is the one great opportunity in newspaper work. The reporter on a large daily (no newspaper man has been a real newspaper man unless he has been a reporter) has a greater influence in his individual capacity than does the worker in any other field I can think of, albeit neither his employer nor the public may be willing to recognize it. For

both must look to him for their news. As he sees the news, and reports it, so in the main that news will be. The copy readers and the editors may catch minor errors, but they have seldom any means of knowing whether the chief facts are as he has stated them. They must take his word for it, and so, likewise, must the public. He may thus have from 300,000 to 1,000,000 or more people dependent upon his sight, his accuracy, his honesty, not only as to what he reports, but also what he fails to report. This is a large power for one man to wield as an individual, and unless he has firmly fixed in him the ideal of service, the conception of himself as a public servant bound to see clearly, write clearly, and be fair both to his subject and his public, the fact that he can hide behind an anonymity known only to his immediate superiors may lead him to abuse the power which is his.

It is betraying no family secret to say that many actively engaged in newspaper work do not see this opportunity for service. Too many of them, unfortunately, do not. A story is to them only a good story, a scoop, to be gloated over for the moment, forgotten, and duplicated on another day. But these do not hide the truth which, more and more, sincere newspaper men are coming to see—that they are in a large sense part of a public utility and bound to render the best service in their power.

If what I have said thus far has not indicated the need for educated journalists, then nothing that I can say will do so. For, all things being equal, it is the educated man who best glimpses the opportunities for unselfish service.

No newspaper man can know too much, for the questions that come to him are as diverse in character as is the news of the day. Does the city lose in a suit which has arisen over the proposed erection of a municipal light plant? He must know enough about the history and law of the case to write an intelligent resume. Is the city administration contemplating the installation of a unit system of cost keeping for its accounts? He must know what the unit system is and what it is likely to accomplish. These and numerous other questions confront the newspaper man every day in the week, and in the proportion that he is able to answer them satisfactorily, in that proportion is he valuable to his employer and to his readers.

A broad, general education is the best foundation for a life of service as a newspaper man. It ought to include a good grounding in English, both composition and literature, history, economics and political science, sociology, and perhaps psychology. The fundamentals of any other branches that can be taught without detracting from these might be included to advantage. And though I may surprise those who are taking journalistic work at the university by saying so, it is my opinion that the strictly technical work of covering assignments, writing and editing copy and the like, is the least important. Of course it is an advantage to know these things, but the person who enters newspaper work is going to learn them anyway, and he is never going to get another so good an opportunity to acquire a good, solid, educational foundation. It should be said here, too, that if the student has any one subject which he particularly enjoys he should learn all he can about it and keep up his interest in it, because newspaper work is "scattery," and unless the news worker has something to which he can turn as a hobby, a recreation, he is likely to find that he is acquiring a little knowledge about everything, and a clear knowledge of nothing.

I would mention one tendency in city life today which is affecting the newspaper, and is bound to affect it more than it has thus far. That is the developing municipal conscience, the growing realization of the shortcomings of the American city, and the consequent endeavors to find ways and means to correct them. This tendency is evidenced in Milwaukee, with which city I am of course most familiar, by the plans for a civic center, by the proposal for workingmen's homes, by the Institute of Municipal and Social Service for which, and the extension work, Milwaukee owes a great debt to the university, by the increasing civic organizations, the development of neighborhood social centers, and all the various manifestations of a social, political, and moral regeneration. These movements, indicating as they do a social consciousness of our responsibility for the other fellow, cannot help but react upon the newspaper and the newspaper worker, especially if the former happens to be independent and progressive. They open new vistas of service, so vast, so laden with opportunities, that he who contemplates them is staggered."

PUNISHMENT FOR FALSE NEWS REPORTS.

Every business man who does business on principle will welcome the news that the Illinois Daily Press Association, an organization composed of the daily newspapers of that state, has adopted resolutions instructing a committee to draw up a law penalizing severely the malicious giving of false news reports for publication. Undoubtedly one of the greatest evils of the age is the dissemination of falsehoods concerning business, politics and people.

Not only do professional publicity spreaders, paid by selfish commercial interests, smuggle into the columns of the public print matter that disguises some ulterior purpose, but men in everyday walks of life deliberately deceive the representatives of the press who come to them in good faith for information to which they are rightfully entitled. The newspaper is often blamed for statements that sway public sentiment in the wrong direction, when the paper itself is not to blame.

The daily press cannot be infallible. It gathers each twenty-four hours, the news of the world, in the most accurate way possible with so limited a time for verification. If a battle is fought and the newspaper says that a thousand men have fallen, when only five hundred have been killed, it has not exaggerated willfully. It has given the public the most accurate news obtainable—a thousand dead were the figures that came over the wires from some correspondent in a far-off land.

In every field of trade—in every phase of things political—in every profession—there are men who possess dwarfed souls—whose first thought is ever a selfish one—who have an inborn love for perjury. They take a keen pleasure, it seems, in "putting things over" on the press. They lie about crops—about the market outlook—about conditions in a given industry—about the possibilities of war. They lie—because they think it helps their own interests.

We sincerely hope that the Illinois Press Association will succeed in having such a law passed—and that it will become a national law!—*Glovers Review,* Gloversville, N. Y.

A REMARKABLE RECORD AS AN "OFFICIAL PAPER."

The effort to be "the official paper" in a county used, once each year, to add to the excitement of newspaper life in days agone and we presume that there is still strife for the honor. Minnesota many years ago provided that the County Board should take into consideration the position of the paper as to character and circulation in making the award. We presume that the same law, or the sensible practice, where there is no law to the contrary, prevails in other States, so that to be the "official paper' is by no means an empty honor, and that Messrs. Miller and Sticher, publishers of the *Telescope* at Belleville, Kansas, have good cause to glory over a record made by their paper that probably has not been equalled by any other paper of the country. The *Telescope* of January 12 contains the following:—

"The *Telescope* desires to thank the Board of County Commissioners for the unanimous vote of confidence bestowed in again designating this paper as the official paper of Republic county for 1911. With one exception the *Telescope* has been the official county paper for an uninterrupted period of 40 years, or practically ever since the county was organized. Incidentally the *Telescope* has been the official city paper for over thirty years or ever since the town was incorporated. To say that we do not appreciate this uniform evidence of confidence would be at variance with the facts. In view of the recent consolidation with the *Telescope* of the Belleville *Freeman* and the Munden *Progress,* we are able to give the tax payers of the county a service greater than ever before, or a service not equalled by any other newspaper in the county."

F. W. Hall, former advertising manager of the Capper publications, Topeka, Kansas, addressed the members of the Des Moines Admen's Club at the Chamberlain recently, on, "Advertising a Paper." The new buttons of the club were distributed. A map of Iowa is the design for the button.

The Psychology of Headline Writing

BY ALAN CAROL MADDEN.

SALESMEN on the road and in the stores, teachers, and in fact, all those who are dealing with the problem of imparting their own ideas, or inculcating certain thoughts in the minds of others, realize that the one great essential is to establish the point of contact. The salesman wishes to fix the interest of his customer so that he can go further with his proposition and, perhaps, make a sale. The teacher says to the child, "Two and two make four." This, however, conveys no light to the childish mind, because the "point of contact" is not established. But when the teacher takes two apples in his right hand, and two in his left, and holding them up to view says, "Here I have two apples in either hand, I place them together and there are four," the child understands immediately. More than that the child remembers. Apples are a concrete substance which the youngster recognizes. The illustration is old, but I think it is apropos of what I have to say.

The ideas herein expressed are not uttered in any spirit of dogmatic assumption. They have come to me after almost fifteen years of "setting" heads as a compositor, and five more years of writing them as an editor. I am giving them expression with the hope that they may be of some interest to my brother editors and other members of the newspaper fraternity. A glance at the papers which daily come to my exchange table has convinced me that they may be used with profit by a great many headline writers who are doing their work,—not along any fixed and definite lines,—but in a hit or miss way, that does the one, equally as frequently as the other.

I ask the question: Why should not psychology be applied to headline writing in the newspapers as well as in the selling of goods, the writing of books and the teaching of children?

Answering my own question, I should say that there is no reason in the world. If the man who writes a good story succeeds in holding your attention, he does it because he understands what he is doing and knows how to "get" you on the start. Aside from clothing his thoughts in the proper garment of words, he knows the value of sequence, and how to grasp you mentally by the hand and walk with you step by step until he brings you to the climax. In the daily newspaper office the man who writes the headlines should have a part in this. He should be the man, who, with consummate art,, opens the door of your mind to the story teller. It is he who should carry the keys to that door.

There are certain emotions which are common to the myriad of all humanity. In every mind, no matter how untutored, these primordial emotions are buried deep. Love, hate, fear, joy and sorrow are the cornerstones of our mental houses. It is to them that the headline writer,—provided he wishes to interest the greatest number ,—should make his first appeal. Each one of them, of course, has countless sub-divisions. The whole boundless range of human intelligence touches them at some one point.

For instance, let us suppose that there has been a big fire. In every mind the word, "fire" conjures up the image of fear in one guise or another. In a hundred ways it may awaken this emotion which lies dormant within us. There are two papers, and each rushes out an extra with an account of the disaster. It is a story which is worth "playing up" big. One paper writes the "first reck" of a "scare" head as follows:

BIG MANUFACTURING PLANT DESTROYED BY FIRE

The other writes it this way:

FIRE DESTROYS BIG MANUFACTURING PLANT.

The difference is apparently small. Yet it is the difference between right and wrong according to my hypothesis. You read from left to right, and in the headline which is correctly written, the word "fire" calls out to you, compelling your immediate attention. You wonder where the fire was, what it was and all about it. In the succeeding decks of the head, the writer tells you. Your attention is then fixed, and the rest is in the hands of the reporter who wrote the story. If he understands his business he takes you through to the end where you see the crumbling walls, the ruin and chaos; and, perhaps the bodies of the dead, just as they were pictured by fear in your imagination when you first read the word fire.

All things being equal which paper is it reasonable to suppose would have the larger sale?

I know, because I have tried it. I have seen it worked out. The paper which pays attention to these seemingly unimportant details, has the same advantage that the bank has in a faro game. If you are betting on the Jack and the dealer turns up two of them, the bank takes half of your money. It is the small percentage in the bank's favor, amounting, I believe, to about two per cent, that will beat you if you keep at it long enough.

Consider another illustration. John Jones runs away and leaves his wife. One paper "heads" the story as follows:

JOHN JONES MYSTERIOUSLY DISAPPEARS.

Another writes it:

HUSBAND MYSTERIOUSLY DISAPPEARS

The number of people who know John Jones may be very limited, and to the thousands who read the catchline, in passing, the name conveys nothing. What does the average man care about John Jones, or where he is? There are a great many women, however, who have husbands. And a great many men who are husbands themselves. With the word husband a thousand ideas are associated,—love, hope and life. Every wife instantly wants to know whose husband it is, and every husband is curious to learn whose wife is deserted. Once this interest is created they will read the next few lines—after having purchased the paper for the purpose,—and then learn that it is John Jones.

Instances like the above innumerable, might be cited, but I think these two are sufficient to make my meaning clear. A moment's thought for the man who has accepted this theory should be sufficient in most cases to give him the key,—the one word, which in a fleeting instant, like the touch of the telegraph operator to his instrument, will convey a startling message to the innermost beings of the greatest number of people.

Working along these lines I am convinced that the business, or profession, if you will, of headline writing might be developed into an exact science. Sixteen miles from the city in which I am at present editing a newspaper, there is another newspaper man with ideas similar to those set forth here. Time and time again I have seen the two papers—and both are issued at four o'clock in the afternoon, with headlines that scarcely varied a word, over some story that was "big" for both of us. This would seem to prove that in this instance at least, the headlines were written with a definite aim, and with a certain knowledge that there was only one way to write the head,—and that was the right way.

These ideas, I think, are particularly applicable to those papers which depend to a great degree on a street sale in the hands of boys, or on the news stands. Also for papers which issue a flashy edition for the street, and which later pull back the first page, and make over with a more conservative display for delivery at the homes of their regular subscribers, who would read the paper anyway, if there were not a headline in it.

For those editors of the school which scoffs at the uproarous typography of many of the modern dailies,—and as a consequence, whose papers, very frequently, do not enjoy the immense circulation, which the so-called new school of journalism seems to beget, I might add that it is obvious that psychology will lend itself to six point type, fully as well as to seventy-two point. If these premises are right, there is only one way to write a headline, no matter what be the size and style of type it is set in.

Experience leads me to believe that the idea here set forth, if rightly applied, gives a newspaper an advantage over the one which writes its heads any way to get them in type. The advantage may be small, I'll admit, but it may be just large enough to spell the difference between failure and success.

"THE OLD RELIABLE."

BELLE PLAINE, KAN., Jan. 17, 1911.

DEAR FATHER HERBERT:—Couldn't get along without the old reliable N. P.-J. Enclosed find draft. Sincerely,

J. BYRON CAIN.

Don't forget the Stylo Pencil.

"Value of System"

HOW TO KEEP A SUPPLY OF LIVE, VALUABLE PRINTED MATTER, USEFUL AND INTERESTING TO HOME READERS.

IN 1877, Mr. H. M. Wheelock, then a youth, commenced to work on a newspaper, at that time conducted by the editor of this journal, at Red Wing, Minn. Afterwards he settled in Fergus Falls, Minn., and for several years has successfully conducted a home paper in that prosperous city, under the name of *Wheelock's Weekly*, and has, all along, been a reader of the NATIONAL PRINTER-JOURNALIST. These facts give a personal interest to ourself, and we hope, in some measure, to our readers, in an address delivered by Mr. Wheelock before the Northern National Editorial Association. We like to feel that NATIONAL PRINTER-JOURNALIST subscribers are like members of one family, all interested in the one great purpose of advancing and improving the press, as well as in the building up of their respective publications. The subject of his paper, given under the caption above, and printed at length, in the Publishers' Auxiliary, was "How to Make the News and Editorial Columns of the Country Weekly More Attractive.'. After telling of the habit of frequently supplying the call for copy, in the rush, by turning in clippings or the contents of circulars from distant cities or institutions seeking publicity, he gives the following as a plan or system for always being supplied with matter of real local interest and value to home subscribers.

The editor ought to have half a dozen local feature articles ahead for emergencies. If he will think with a purpose at the right time and put the results of his thinking on paper, he need never be at a loss for valuable local articles when the call comes. If I were to work up such a list, I should divide it into headings something ike this:

Historical.
Prospective.
Biographical.
Farms and land development.
Scenic and climatic.
Factories and industries.
Sources of growth.
Town needs.
Educational and religious.
Local specialties.
Freaks and curiosities.

These are the great headings, but each one can make his own list better than anyone can make it for him, and there are countless subdivision that can be made in every town.

Any man who will put down a list of headings of this kind, and go to work at it mentally, will find his news field broadened by enough subjects to keep him busy for months. In fact, the end will never come, because one subject, well worked up, will suggest another.

I believe too that every country editor should get out some sort of special edition at least once a year; partly for its direct profit; partly for its value in advertising the progressiveness of his paper; but most of all for the stimulative effect it will have on himself. We are likely to get into ruts without knowing it. A special edition is a horror to the man in a rut. Yet it pays in many ways, and in these days of machines in every neighborhood the extra typesetting need not be the bugbear that it was a few years ago. Some of us do not yet realize that in a crowded time an investment of five dollars or ten dollars in machine composition from the nearest large office will produce from five to ten extra columns of type, which our own force could not possibly handle. In fact, a special edition with all the extra type set outside the office can usually be made to pay the best of all. But set the headings in your own head letter, and find the office whose type faces are nearest like your own.

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I believe in shortening all routine news matter as much as possible, and hitting it up strong on feature articles, the unusual, the unexpected, the quaint, the subjects of human interest. Instead of getting the full text of the decision, or the resolution, put the gist of it into a few sentences, and use the space and type saved for a description of how the judge and the defendant looked when the decision was read, or how the aldermen acted when they heard the resolution. That sort of thing is life, and life is what we are trying to mirror, not the dry bones and dust of it.

I believe biographical matter is of particular value to a newspaper. You will remember I named it only second to history in my list of suggested headings for feature articles. It is not only of absorbing interest to the subject and all his friends, but it is likely to have a larger value, for almost every man's life has in it some picturesque or peculiar or adventurous episodes. Such articles make permanent friends for a newspaper, and at the same time interest the largest possible number of readers. Everybody is more interested in life and in people than in things or abstract subjects.

I believe that an effort should be made to have some town building article, some local boost, in every issue. Newspaper men regard themselves as very important cogs in the local machinery —and they are; and they refer often to the amount of unpaid advertising they give their home town—and they do give a heap. But it is largely done in a desultory, unsystematic way, and the home readers may be pardoned if they sometimes question the validity of the claim. If a newspaper has every week a short, brisk statement of some feature of which the town is or ought to be proud, that newspaper will find its readers pointing to it as a public-spirited institution, and one that should be backed up in its work as a town builder. That will lead, in time, to newspaper growth and profits.

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I believe most of us fail to impress ourselves as we might upon the community in which we live, by failing to understand the importance of repetition, and failing to realize the possibilities that exist in a weekly issue. We are prone, I think, to sum the thing up in one mighty editorial outburst, and then think, or say, as Tennyson once said, after he had read aloud his own poem with a title which another poet afterwards used, "I don't see what more he can find to say on that subject."

VALUE OF REPETITION.

No newspaper can make its strength or its importance felt in that way. The greatest factor of influence the newspaper has is in its ability to repeat, and repeat, and repeat. A reader may miss one or two articles on a subject; he may disagree the first time, or the first half dozen times he reads the editor's views; but if he doesn't get mad and stop his paper, and does go on reading it, he is almost certain to come toward its point of view in time, if it hammers away on the same line. We recognize this psychological fact clearly enough when we talk advertising. We assure the merchant that it is continual repetition that brings the buyers just as continual drops of water will wear away a stone; and that is true. But we fail to apply it to our editorial column, except in politics, perhaps, and in that our repetitions are neutralized by the repetitions of somebody else on the other side.

We've all got little trip-hammers, and we ought to learn to use them with the persistence that will produce results.

ITEMS OF INTEREST.

J. E. Whiting, cartoonist of the South Bend *Tribune*, has returned from Nashville, Tenn.

William J. Smith and Frank G. Smith, owners and respectively editor and manager of the Gazette Publishing Co. publisher of the *Daily* and *Weekly Gazette* at Waukegan, Ill have sold the paper and plant to J. B. Hungerford of Carroll, Iowa. The *Gazette* is the Lake County and Northern Illinois oldest paper, having been established in 1846. Five years ago the Smith Bros. purchased the company and business, which had almost died a natural death, and in the five years as owners and managers have succeeded in raising the volume of business from about $10,000 per year to over $35,000. This success was reached by sheer hustle and with very little capital. Neither of the Smith Brothers have as yet decided what their future will be but each will take a much-needed vacation before reentering business.

Meeting of the Executive Committee of the N. E. A.

THE Executive Committee of the National Editorial Association met in the Assembly Room of the La Salle Hotel, Chicago, Tuesday, January 31st, and was called to order, at 10 A. M., by President J. P. Baumgartner. In the absence of the Recording Secretary, Corresponding Secretary Parrott was appointed to act in the position *pro tem.*

The roll call showed the following members present: Past-President B. B. Herbert, NATIONAL PRINTER-JOURNALIST, Chicago; W. S. Cappeller, *News,* Mansfield, Ohio; Dean Walter Williams, University of Missouri School of Journalism, Columbia, Mo.; President J. P. Baumgartner; Vice-President R. E. Dowdell, *Advocate,* Artesian, S. D.; Second Vice-President, A. D. Moffatt, *Daily Record,* Elwood, Ind.; Corresponding Secretary W. F. Parrott, *Reporter,* Waterloo, Iowa; Members by Associations:—California Southern—J. P. Baumgartner President; Colorado—G. E. Hosmer, *Herald,* Ft. Morgan; Illinois State Association—Hon. J. B. Castle, *Argus,* Sandwich; Illinois Woman's Press—Caroline Huling, *The Bookseller,* Chicago; Illinois, Republican—W. L. Joens, *Journal,* Lebanon (by proxy); Inland Daily Press—A. W. Glessner, *Gazette,* Galena, Ill.; Indiana, Republican—W. A. Craig, *Ledger,* Noblesville; Indiana, Democratic—A. D. Moffat, *Record,* Elwood; Indiana Southern—W. W. Aikens *Star,* Franklin; Indiana Northern—W. E. Beeson, *Journal,* Winchester; Iowa, State—E. F. Medary, *Democrat,* Waukon; Iowa, Northeast—H. J. Green, *Opinion,* Decorah; Iowa, Southern—C. M. Jenkins, *Ledger,* Fairfield; Kansas, State—Sheridan Ploughe, *Independent,* Hutchinson; Minnesota, Home Print—W. R. Hodges, *Herald,* Sleepy Eye; Missouri, State—Omar D. Gray, *Leader,* Sturgeon; New England Suburban—E. H. Pierce, *Journal,* Revere, Mass.; New York State, John P. Herrick, *Breeze,* Bolivar; Ohio Associated Dailies—H. D. Campbell, *Republican Gazette,* Lima; South Dakota, State—R. E. Dowdell, *Advocate,* Artesian.

Past-President B. B. Herbert presented a letter from Treasurer Will A. Steel, *Daily Alaskan,* Cordova, Alaska, excusing non-attendance on account of distance and press of business, with greetings and assurances of attendance at the next convention, and dealing briefly with the financial matters of the Association. Under motion the letter was referred to the Auditing Committee.

President Baumgartner reported that the Committeeman of Montana, Mr. J. D. Metcalf, Glendive, Montana, had reached the city, but had been compelled to go on to Washington on business for the Association. It was moved and carried that Mr. Metcalf should be accredited as in attendance on the meeting.

Past-President Walter Williams, Chairman, presented, with full introductory, explanatory remarks, the following:—

CONSTITUTION.

ARTICLE I.—NAME.

The name of this Association shall be the National Press Association of America.

ARTICLE II.—OBJECT.

The object of the Association shall be to elevate the character and advance the interests of the profession of journalism and to promote the welfare of newspaper-makers in the United States.

ARTICLE III.—MEMBERSHIP.

The membership of the Association shall consist of three classes of members, active, honorary, and corresponding, whose qualifications, terms of membership, rights and obligations shall be prescribed by the by-laws of the Association.

ARTICLE IV.—OFFICERS.

SECTION 1. The officers of this Association shall be president, vice-president, secretary, treasurer, executive committee, and national council.

SECTION 2. The duties of the president and vice-president shall be such as usually devolve upon said officers. The president, in case of a vacancy in the office of secretary or treasurer, shall have the authority to fill said vacancy by appointment until the next annual meeting of the Association. The president shall not be eligible to re-election.

SECTION 3. The secretary shall keep the records of the proceedings of each session of the Association of the national council, and of the executive committee, collect all dues and assessments, paying same to the treasurer at stated intervals, and perform such other duties as may be required of him by the executive committee, the national council, or the Association.

SECTION 4. The treasurer shall keep the funds of the Association and pay therefrom all duly authorized orders drawn by the secretary and countersigned by the president. He shall give, subject to the approval of the executive committee, a suitable bond of not less than $5,000, to be paid for by the Association, for the performance of the duties of his office.

SECTION 5. The national council shall be composed of the president, vice-president, secretary, and treasurer, all past-presidents of the National Editorial Association of the United States, and all past-presidents of this Association, and one member from each state represented in this Association, to be chosen at the annual Association meeting.

SECTION 6. The executive committee shall consist of the president, secretary and treasurer, and six members, to be chosen by the national council annually from its membership.

ARTICLE V.—MEETINGS.

The annual meeting shall be held at such time and place as may be selected by the national council. Special meetings of the Association may be called by the president when so directed by the national council or upon petition of twenty-five members, the time and place of meeting to be stated in the call.

ARTICLE VI.—QUORUM.

The members present at any regular or special meetings, of which due notice shall have been given in accordance with Article 5, shall constitute a quorum.

ARTICLE VII.—AMENDMENTS.

This constitution may be altered or amended at any regular meeting by a two-thirds vote of the members present, provided that all such alterations or amendments shall have been submitted in writing one day previous to such action.

BY-LAWS.

ARTICLE I.—ELECTIONS.

SECTION 1. Any person who is an active member of any district, state or territorial press association or press club may become an active member of the Association upon the payment of annual dues of $2.00, provided that all persons who are at the date of the adoption of this Constitution active members of the National Editorial Association may become active members without the payment of the annual dues for the current year.

SECTION 2. All active members attending the annual convention of the Association shall be required to pay a convention fee, in addition to their annual dues, of $5.00 and a convention fee for each dependent member of his family accompanying him of $2.00. No person shall be permitted to participate in the convention or in any program connected with it without having first paid this convention fee.

SECTION 3. All past-presidents of the National Editorial Association and of this Association and all life members and honorary life members of the National Editorial Association shall be active members of this Association for life and shall be entitled to all the privileges of active members upon the payment of current annual dues and, when in attendance upon the convention, upon the payment of the convention fee.

SECTION 4. The annual dues shall be payable to the Secretary upon the first day of March of each year and the convention fee upon the first day of the convention's annual meeting.

SECTION 5. Eminent journalists not residing in the United States may be elected by the national council or the Association to be corresponding members. The number of corresponding members at no time exceed fifty. Corresponding members shall be exempt from the payment of fees.

SECTION 6. Any person eminent in the service of journalism may be elected by the Association to honorary membership, but such election shall be for only one year unless renewed by by a vote of the Association. Honorary members shall be exempt from the payment of fees.

ARTICLE III.—VOTES.

All active members shall be entitled to attend and participate in the annual meetings of the Association. Each State may be represented by delegates appointed by the different associations

of the States and Territories or, if not thus elected, named by the member of the national council from such State or territory. In casting the vote of a State or Territory upon any proposition upon which the roll of the States is asked by five members, each State shall cast a vote equal to one-twenty-fifth of the total number of newspapers published in said State or major fraction thereof, as shown by the official newspaper directory for the current year. The delegates present and representing the State shall cast the vote of the State upon any disputed proposition in such manner as a majority of the delegates from the State may determine.

ARTICLE IV.—National Council.

The national council, which shall meet at the call of the president, shall act for the Association when the Association is not in session. Its duties shall include the promotion of the professional spirit among journalists, the collection and publication of information of service or interest, securing the enactment of just legislation and opposing the enactment of unjust legislation directly affecting the press, the arrangement of programs for the regular meetings of the Association, the organization of association departments and the appointment of chairman and secretary for such departments, and the promotion by all reasonable means of the interests of newspaper-makers in the United States.

ARTICLE V.—Executive Committee.

The executive committee, under the direction of the national council, shall make arrangements for the annual meetings of the Association.

ARTICLE VI.—Auditing Committee.

The president of the Association, upon the adoption of this constitution, shall appoint three active members of the Association as an auditing committee. One member of this committee shall be designated to serve one year, one two years, and one three years. At each annual meeting thereafter the president of the Association shall appoint one member of the auditing committee to serve three years; and also the president shall fill any vacancy, temporary or permanent, existing in the committee. No accounts against the Association shall be created or paid by the Association until authorized and approved by the auditing committee.

ARTICLE VII.—Salaries.

The secretary shall receive for his services four hundred dollars ($400.00) a year and the treasurer fifty dollars ($50.00) a year, in addition to actual expenses incurred by them in behalf of the Association.

ARTICLE VIII.—Standing Committees.

Standing committees shall be appointed by the president on the first day of each annual meeting, as follows: On Credentials, seven members; on Resolutions, seven members; on Memorials to the Dead, seven members; on Officers' Reports, seven members. All resolutions shall be referred to the Committee on Resolutions without reading unless otherwise determined by two-thirds vote of the members present.

ARTICLE IX.—Rule of Order.

The discussion of partisan politics is prohibited at any meeting of the Association.

ARTICLE X.—Discipline.

This Association may suspend or expel by a two-thirds vote of all the members present at any regular meeting any member flagrantly violating its rules or guilty of unbecoming conduct.

ARTICLE XI.—Departments.

A department shall consist of those members of the Association who are specially interested in the consideration of a particular phase of journalism. Each department shall be administered by a chairman and secretary, to be named by the national council, and such other officers as it shall deem necessary to conduct its affairs. Each department shall hold its annual meeting at the time of the annual convention of the Association, but may hold special meetings at such other times as may be called, upon its request, by the national council. Each department shall be limited to two sessions with formal programs at the time of the annual convention of the Association.

ARTICLE XII.—Council Election.

Members of the National Council shall be elected by the Association at its annual meeting from the active membership of State or Territorial associations upon the recommendation of the delegates present from the various states.

ARTICLE XIII.—Amendments.

These by-laws may be amended by a two-thirds vote of the members present at any regular or special meeting, provided that such amendment shall have been submitted in writing one day previous to such action.

After extended discussion and slight changes, the following resolution was adopted by unanimous vote:—

That the report of the Committee on Reorganization be received and commended to the next meeting of the National Editorial Association for consideration and adoption and that the Corresponding Secretary be instructed to invite to attendance upon and participation in the next annual meeting all persons who, under the new form of organization, would be eligible to membership.

Corresponding Secretary, W. F. Parrott, presented invitations from the following cities for the 1911 Convention of the National Editorial Association:—Rochester, N. Y.; Philadelphia, Pa.; Memphis, Tenn.; Portland, Oregon; Atlantic City, Pa.; Detroit, Mich.; and Denver, Colo. Mr. George M. Spangler, Jr., of the Chicago Association of Commerce, presented an invitation, on the part of his association to hold the 1911 Convention in Chicago, and to take a four days' Lake excursion by a special lake steamer, set apart entirely for the use of the members of the Association, to Macinac, Thousand Islands, and other points of interest.

The Committee then took a recess until 2 P. M.

In the afternoon the matter of next meeting was taken up Mr. L. A. Sherman, of Port Huron, Mich., who had nominated Detroit for the next meeting-place of the Association, spoke earnestly in favor of that city, dwelling on its advantages and the liberality and hospitality of the citizens, and, besides the innumerable attractions for a summer convention, its unequalled location as the starting-point for a river and lake excursion. There was developed a sentiment—for the reason that conventions have, for several years, been held in the far West and South, to fix the coming convention in as central a location as possible to accommodate the East and the Central West.

It was moved and carried, that, the next, the Twenty-sixth Annual Convention, be held in Detroit, Mich., on the week beginning Monday, July 10th, provided suitable arrangements could be made by the Corresponding Secretary and executive officers.

There is no doubt but that such arrangements can be made, but in case of any failure, the executive officers will have power to fix some other place among those cities that are similarly situated.

The Committee on Government Printed Envelopes, appointed at the last meeting, consisting of A. Nevin Pomeroy, Sheridan Ploughe and E. H. Pierce, made report, through the last two named members, of progress. Under motion, thanks were tendered for the splendid work so far accomplished by the members of the Committee, and asking them to continue in their positions and work.

Later, the following resolution was adopted by unanimous vote:—We, the members of the Executive Committee of the National Editorial Association, in annual session assembled, request and earnestly urge the members of the Senate of the United States to pass, at the present session of Congress, the Nelson Bill, prohibiting the free printing of return cards on stamped envelopes.

An invitation was extended, through Mr. King of the Butler Paper Company, to attend the Lyric Theatre in the evening, to hear Grace George and Company, in "Sauce for the Goose." A motion was duly made, accepting the courtesy and thanking Mr. King for arranging for the entertainment and the Lyric Theatre management for the appreciated courtesy.

Under motion, the La Salle Hotel Management were thanked for the free use of the room for holding the sessions of the Committee.

In the evening, the members and the ladies of the party, to the number of thirty-five, attended the Lyric and greatly enjoyed the performance, after the day of arduous work.

The National Editorial Association held the Fifth Annual Convention of the organization at Detroit, opening August 27, 1889, under the presidency of James R. Bettis, then of the Little

Rock, Arkansas, *Democrat*. It was, in every way, most successful and never were entertainments more delightful, nor the local arrangements more perfect nor carried through with greater system or satisfaction, to all concerned. Great things can be expected of the next convention. Detroit has grown with leaps and bounds and has become more attractive in every way each year.

THE next meeting of the Inland Daily Press Association will be held in the east room of the La Salle Hotel on Tuesday, February 21st. A very attractive program is being arranged. It is the annual meeting at which the officers for the ensuing year will be elected.

* * *

At the January meeting, held on the 30th, at the rooms of the Boston Press Club, Mr. Louis K. Rourke, Superintendent of Streets of Boston, spoke on "The City Beautiful," advocating, as one end thereto, the abatement of the billboard nuisance.

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The following officers were elected at the annual convention of the Massachusetts Press Association: President, Thomas Leavitt, *Beacon*, Dorchester; Vice-President, L. R. Hovey, of Haverhill; William White, of Mansfield, and Eben Prescott, of Quincy; Secretary, W. J. Heffernan, of Spencer; Treasurer, A. H. Lodge, of Manchester; Historian, C. C. Doten of Plymouth; and Town Crier, John Pemperly, of Newton.

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Among the speakers at the annual meeting of the Iowa Associated Dailies was Don C. Seitz of the New York *World*, who dealt largely with subject of the uniformity of libel laws as covered in part by an address before the National Editorial Association in St. Paul in 1908, he gave the general average of libel suits on docket against the *World* at one hundred and fifty. He stated, among other things, in speaking of experiences with the postoffice department:

"If the New York Sunday papers were sent through the mails the postoffice would be stopped for three days. The papers are sent out by special trains for the most part," he explained. "The postal authorities did not appreciate this until we showed them the facts."

Mr. Seitz further told the Iowa publishers, says *The Publishers Auxiliary*, that he conducted for five years a weekly newspaper in the northern part of Maine. "I did not make my subscribers pay up their subscriptions and I did not make a success of the paper, he said. "The man who bought the paper plant has been running it for 25 years. Do you know he has made $100,000 on that sheet? Why? Because he applied business methods and made those people pay up their subscriptions. His list of 2,000 is a great money-maker. It is only an eight-page weekly publication in a town of 2,500 inhabitants."

GOOD SHEET MOST ESSENTIAL.

After the meeting he was asked the question: "The success of the newspaper then all revolves back to the editorial department, does it?" "Yes, most decidedly," quickly replied the business manager of the work.

The question of club rates of the country weekly and the city daily also brought forth interesting discussion with the consensus of opinion seemingly decidedly against the club rate idea, though no definite resolution was passed.

The fact that the county printing caused the padding of the subscription lists of the average country weekly, was the statement of one publisher. "Yes, that's the very root of the whole trouble," came the immediate response from another delegate.

O. E. Hull of Leon related to the publishers the story of a meeting of the representatives of the eleven newspapers in his county. "We agreed on strictly enforcing the three months' rule of the postoffice on subscriptions and it certainly made us good money," was the statement. "I lost 600 subscribers, but I got most of them back. Any publisher can do the same if he will only stick to the new system. The people can be educated and we can put out better newspapers."

The newspaper men present held a banquet on Thursday evening and on Friday they held a meeting with the members of the Federated Commercial Clubs of Iowa, and the meeting indorsed a publicity bureau, expressed belief in good roads, recommended the repeal of the tax on moneys and credits, advocated modification of the Peterson law, boosted the short course and approved of the stand against draining Wall Lake.

NEW OFFICERS ELECTED.

The Iowa Associated Dailies Association elected the following officers: President, E. P. Adler, of Davenport, (re-elected); Vice-President, S. G. Goldthwaite, of Boone; Secretary and Treasurer, Lafe Young, Jr., of Des Moines; Executive and Legislative Committee, Gardner Cowles, of Des Moines, Chairman; Louis E. Fay, Clinton; D. W. Norris, Marshalltown; Joe Morgan, Dubuque; J. F. Powell, Ottumwa; C. F Duncombe, Fort Dodge, and C. H. Young, Cedar Rapids.

On motion of Al Adams of Humboldt, the Association voted to endeavor to organize a state association that will include all the daily and weekly publishers of the State. O. E. Hull of Leon, J. F. Powell of Ottumwa and Al Adams were appointed as a committee to carry out the work and report at the next meeting such progress as had been made.

There are several sectional press associations in Iowa, and an effort will be made to merge these into one united organization. The old state association ceased to exist eight years ago.

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The North Dakota Press Association met in annual convention at Grand Fork and devoted a good share of the time to discussing the rather unsatisfactory conditions as to a lack of uniformity of rates in the printing and newspaper publishing; the President, Jesse B. Burpter, having called attention to this matter in his annual address, also stating that there is a great conflict of ideas in regard to the State laws regarding printing. The State laws in their present form, he declared, are inefficient and conflicting and do not conserve the best interests of the printing and publishing houses of the State.

The meeting came to an end with a banquet to the visiting editors, tendered by the business men of the town.

The following officers were elected: President, N. B. Black, Grand Forks; First Vice-President, J. H. Bloom, Devils Lake; Second Vice-President, P. R. Trulshaw, Cooperstown; Third Vice-President, C. D. Colcord, Minot; Secretary, W. T. Colcord, Minot; Treasurer, W. J. Anderson, Rugby.

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At the annual meeting of the South Dakota Press Association, held at Pierre, the following officers were elected: President, Len V. Doty, *Times*, Doland; First Vice-President, C. McCaffree, *Press*, Howard; Second Vice-President, Hans De-Muth, *Nachrichten*, Sioux Falls; Treasurer, H. A. Sturgess, *Republic*, Beresford; Secretary, John T. Cogan, *Dakota Elk*, Sioux Falls.

W. F. Bancroft, Watertown; Mark D. Scott, Sioux Falls, and J. F. Halladay, Iroquois, were appointed a committee to look after legislation of interest to the publishers of the State during the present session of the legislature, and Secretary Cogan has addressed a letter to every publisher in the State calling for contributions to cover the necessary expense.

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The newspaper men of Idaho have again effected an organization, state-wide in character. Its charter membership consists of 85 men of the fraternity, and they are actively engaged in the publication of papers and in writing. The meeting at which this organization was perfected was held at Boise.

Co-operation with the National Editorial Association is a prospective feature of the endeavor. It is intended to operate on the highest plane attained by any newspaper men's state organization anywhere.

The State Press Association will meet annually in August. It will meet at such places as may be determined from time to time, the next annual meeting being scheduled for Boise. A program will be prepared by an executive committee which consists of O. H. Barber of the American Falls *Press*, G. R. Barker of the Pen O'Oreille *Review and Standpoint*, and C. A Hackney of the Meadows *Eagle*.—The Western Publlisher.

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The Buckeye Press Association will hold its mid-winter meeting at Mansfield February 23-25. This Association has a membership of over two hundred newspapers.

The sessions of the meeting will be held at the chamber of commerce in the library building.

The Mansfield *News* has tendered a 6 o'clock dinner at the Elk rooms to the members on their first evening of the session.

The Buckeye Press Association is a consolidation of the Ohio Editorial Association organized in 1852, Hocking and Ohio Valley Editorial Association organized in 1885, Buckeye Press Association and Ohio Publishers' Association.

The officers of the Association are: Carl A. Jettinger, President, Delphos *Herald and Courant, Buckeye Printerdom;* Hon. B. F. Gayman, Vice-President, Canal Winchester *Times;* Mrs. C. C. Day, Historian, Seville *Times;* J. W. Dunlap, Treasurer Lodi *Review;* E. Benj. Yale, Corresponding Secretary, Waynesfield *Chronicle;* W. J. Mortal, Recording Secretary, Somerset *Press;* C. E. Bryan, committeeman National Editorial Association, London *Democrat.* The program has been arranged as follows:

Thursday, February 23rd, morning to be taken up by greeting old friends and getting acquainted with new members. Afternoon, opening session. Evening complimentary chicken dinner, 6 P. M., by the *News* at Elk club rooms, and such other entertainments as may be arranged for by chamber of commerce or citizens.

Friday, Feb. 24, business session—morning, afternoon and evening.

Saturday, February 25th, sight-seeing and such other entertainment as may be provided for, to last during the day or evening as may suit all parties.

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The Associated Ohio Dailies is one of the oldest organizations of daily papers in the United States, if not the oldest, and has been remarkably useful to its membership. The Association was founded November 5, 1885. The program of the Twenty-sixth Annual Meeting sent out by President John F. Mack of Sandusky, Ohio, under date of January 20th, presents many attractive features and gives a list of subjects for papers, reports and discussions, that are practical and, in the main, deal directly with questions that touch the immediate and professional interests of the members.

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President Mack, who has served in that office from the very beginning, prefaces the program with the following communication or statement, as to the Association and its objects, that will be found valuable to officers and members of all similar organizations:—

The purpose of this Association as declared in its constitution is to advance the interests of its members by promoting social amenities among them, by securing to all the advantages of the information and experience gained by each, and to give the strength of union to all worthy movements to forward the business enterprises in which they are engaged. Members, therefore, should come to the meeting prepared and willing to promote this laudable purpose. All reputable daily newspapers in the State are eligible to membership and may send one or more delegates as desired who must be bona-fide members of the business or editorial staffs. Applications for membership are acted upon at any regular meeting, a majority vote of the members present being necessary to an election. Persons affiliated with the publication of daily newspapers or with industries allied to them but not actively engaged therein, may become associate members and participate in the proceedings, but are not entitled to vote. The annual membership fee for each paper, as well as the associate member fee, is $3.00 and is payable and due on the 1st of January and all applications for membership must be accompanied by the fee for the current year. Regular members who are in arrears on the 15th of February in any year are dropped from the rolls and can only be restored by the unanimous vote of the board of directors or a majority vote at a regular meeting and only then upon payment of arrearages and one-half the amount of such. If you have not remitted your annual dues to the secretary, please do so at once.

The program follows. I have aimed to make it practical all through, in compliance with the declared purpose of the Association. A full attendance of members is especially desired for this session. Already bills affecting legitimate newspaper interests as well as other measures of great importance to the people of the State, are before the legislature. As members and directors of the public press, we should meet and discuss these measures together, in order not only to become fully advised upon them, but to take such action as is wise and right in protecting our own and all other legitimate interests from unjust legislation. One of the most important questions to be settled at this meeting is the bill for the publication of an annual county financial report which was drafted one year ago, discussed at last winter's meeting and has the hearty approval of the Auditor of State. There are other important measures to consider as well as much practical business matters to consider. Will you not, therefore, attend or personally see to it that your paper is represented at the meeting.

Very truly yours,
JOHN T. MACK, President.

The Convention is to be held at the Neil House, Columbus, Ohio, February 7th and 8th

PROGRAM.

TUESDAY, FEBRUARY 7TH, 2 P. M.

Meeting to Order—Payment of Dues. Nominations and election of new members. Minutes of summer meeting.

Legislation.—Bills now before the Legislature The Cleveland Bill. General discussion opened by Malcom Jennings, chairman Legislative Committee.

County Financial Report Bill.—What shall be done? General discussion opened by J. R. Alexander.

Reports of Public Accounting Bureau.—New cases in court and findings against members during the year.

City Auditors' Reports and Appropriation Ordinances.—Publica- of municipal reports. How made. Recess.

EVENING SESSION, 7:30 P. M.

Proposed Amendment to Libel Law.—W. F. Wiley, Cincinnati *Enquirer.* Discussion.

Co-operation between Publisher and Advertiser.—Address by James T. Wetherald, Boston. General discussion.

Professional Training for Journalism.—Address by Hon. Walter Williams, Dean School of Journalism, Missouri State University. General discussion.

Co-operation of Press Affecting Public Interests and Welfare.—Address by Dr. J. H. J. Upham, Columbus, editor *Journal* State Medical Association. General discussion.

WEDNESDAY, FEBRUARY 7TH, 9:30 A. M.

Suits During the Year.—The Lorain Case.—Edward S. Harter. Akron *Times.* The Dayton *News* case. George F. Burba, Dayton *News.* General discussion.

Co-operation Among Newspaper Publishers.—Address, L. B. Palmer, New York, General Manager American Newspaper Publishers Association. Discussion.

A Summer Trip Over the Canadian Pacific.—W. J. White, press agent Canadian government.

Uniform Advertising Rate Card.—Its advantages to the newspaper, the agent and the advertiser. What was done at the summer meeting. Report by R. C. Snyder and E. P. Cappeller. Discussion opened by E. R. Blaine, Robert Halsted, Wm. M. Mumm and A. H. Madigan.

Uniform System of Making Out Advertising Bills.—Robert Halsted, E. R. Blaine, Wm. M. Mumm.

Treasurer's Report.—Election of Delegates to National Convention. Adjournment.

TOPICS FOR GENERAL DISCUSSION DURING SESSIONS.

Business Office.—Your system of keeping circulation accounts and why. Newsprint prices and market conditions. Buy in the open market and under contract. Newsprint waste—what do you do with it. New presses and new machines during the year.

Labor Department.—Wages account—have they advanced during the year in news and press-rooms? Do you pay for extra runs, over-time, etc.

Advertising.—What about those free automobile, steamship and other stuff? Do you short-rate on foreign contracts—basis for estimating rates; circulation—changes in handling city circulation during the year. Contest. Prizes. Tours. Premiums. What results. Cash discounts in settling accounts. Cash in advance for mail subscriptions—Has the Iowa Associated Dailies Succeeded? Knocking your competitor—Does it pay?

Members are urged to bring copies of bills, ledger sheets, cards, showing system of keeping books, circulation and subscription methods.

Members are also urged to suggest topics for information and discussion at each session.

* * *

The following officers were elected at the recent convention, January 27th, of the Indiana Republican Editorial Association: President, J. W. Cockrum, Oakland City; First Vice-President, Jesse Pierce, Clinton; Second Vice-President, Charles Robb, Michigan City; Secretary-Treasurer, Leo K. Fesler, Indianapolis; Executive Committee, J. W. Cockrum, Oakland City; Leo K. Fesler, Indianapolis; George B. Lockwood, Marion; Arthur Keesling, Logansport; Isaac T. Brown, Columbus. Legislative Committee, Thomas M. Downs, Boonville; Robert L. White, Sullivan; J. A. Lingle, Paoli; H. J. Martin, Seymour; J. D. Hogate, Danville; B. R. Inman, Middletown; Leo K. Fesler, Indianapolis; E. C. Toner, Anderson; M. W. Pershing, Tipton; George Healey, Rensselear; Charles Haas, Wabash; Clarence Bicknell, Fort Wayne; M. V. Starr, Goshen.

At the banquet in Indianapolis, Thursday evening, January 26th, speeches were made by former Vice-President C. W. Fairbanks, Hon. W. L. Taylor, former Attorney-General, and by others of prominence in Republican politics. The business meeting, Friday, January 27th, was well attended and the discussions of shop matters were all interesting and helpful.

At the December meeting of the Suburban Press Association of New England, Postmaster E. C. Mansfield, of Boston, spoke on "Second Class Matter," stating that there were 1,031 entries in the Second Class in Massachusetts, over one-half in Boston, and among other things gave

A FEW HINTS AS TO THE BEST METHOD OF MAILING.

Publications should be securely wrapped in plain white or manila paper, in such manner as to admit of examination of contents without destroying the wrapper. The use of old newspapers or colored paper for wrappers is discountenanced, inasmuch as the addresses thereon are difficult to find and read by artificial light, thereby causing delay in distribution and delivery and increasing the possibility of mistreatment of the mail.

In folding and wrapping newspapers each paper should be folded to the one-eighth page fold (about 5 x 12 inches) and inclosed in a separate wrapper; the separate wrapped papers for each postoffice then being tied in a bundle or inclosed in a club package addressed to that postoffice. A club package is one containing a number of papers addressed to one or more persons at the same postoffice. If papers are not wrapped singly they must be made up into club packages and for this purpose should be folded to a size not larger than 5x12 inches, which admits of their distribution into pigeon holes at office of destination without further folding. While the singly-wrapped newspaper is the most desirable from all points of view, the practice of sending unwrapped newspapers in club packages is not objectionable. Great care should be exercised in the wrapping of papers so as not to smear the paste upon the outside of the wrapper, as such papers become stuck together when crowded into a sack, and in being separated before distribution addresses are frequently destroyed.

Addresses should be printed in black ink in large bold-faced type on the flat side of the wrapper, never on the edge of the fold. Addresses on wrapper should never be written in lead pencil as such addresses soon grow dim or effaced by abrasion and become unreadable. Papers included in club packages, whether individually wrapped or unwrapped, should each bear a complete address (name, postoffice and State). This is essential as if each paper is forwarded from the office of publication separately, otherwise two or more club packages in the same sack may burst in transit and unless each of the papers bear a complete address it is impossible for the postoffice clerks to forward them to proper destination.

In preparing Second Class matter for mailing, publishers desirous of affording their patrons the best possible service should make every effort to make as fine a separation of the mail as passible before mailing. The publisher having practically the same list of subscribers each mailing can do this without very much effort, because his list can be arranged in a suitable form for making these separations, and thus save the postoffice the necessity of handling and distributing every paper or package each mailing, and also facilitate the despatch and delivery of his papers. The first requisite is that publications shall be made up by postoffices and States in separate sacks or bundles according to quantity. One-third of a sackful or more for a State or postoffice is considered a sufficient quantity to warrant a direct sack. If the quantity is too small to warrant a direct sack, all the papers for each postoffice or State should be tied in a bundle with a label showing the name of the postoffice or State fastened to each bundle. A sack containing such bundles for several States should be labeled "States separated," to distinguish it from mixed mail, or if the bundles in a sack are for different postoffices in the same State the sack should be labeled to that State. When a sack is made up for a postoffice, individually-wrapped papers contained therein need not be tied in bundles, but when a sack is made up for a State the papers contained in that sack should be tied out for postoffices. It is distinctly to the advantage of the publisher as well as to the postoffice to have his sacks properly labeled with plainly-printed labels showing the State or City of destination with the name of the publication printed underneath in the title space. A folded label should be used because it can be securely inserted in the hasp of the sack and also provides a space upon which to make a record of errors in make up of the mail. Compliance with the foregoing insures delivery to subscribers in good condition, reduces missending to a minimum, assists in rapid and economic handling in the postoffice and in general gives the most satisfactory results to Publisher, Postoffice and Subscriber.

The Butler Paper Company, Chicago, have issued an exquisitely beautiful pamphlet in sixteen pages and cover, showing the beauties and possibilities of the popular enamelled paper "Snowflake, the Perfect Printing Paper." The cover is of Beaux Art Gray" paper, and the first cover page is shown herewith. The inside pages are printed on Snowflake Enamelled Book

Paper, 32x42, one hundred and forty pounds to the ream—printed in black and green. Four of the illustrations are in colors—one portraying the Albright Gardens, Buffalo, N. Y., and another giving a three-color reproduction of an Oriental rug—test the highest art possibilities of Snowflake, while the other pages indicate its effectiveness for mechanical, commercial and scenic illustrations.

"ECONOMY IN PRODUCTION."

The Hamilton Manufacturing Company, of Two Rivers, Wisconsin, who make a specialty of manufacturing time and space saving cabinets, cases and modernized composing room furniture and wood type, have sent out a little six-page folder containing extracts from an address on "Economy in Production," delivered by Charles P. Earle, Superintendent J. B. Savage Company, Cleveland, O., before the Fellow Craft Club of Graphic Arts. We hope all our readers will receive and preserve the folder, and come to the sensible conclusion that there is no reason why the composing room should not be made to pay. In all the talk about correct cost, it must be remembered, that the planning, engineering and managing of the establishment and thorough efficiency in production and high quality of the work must, after all, be the means or way to permanent success in the face of intelligent competition. Knowing the cost secures proper price and prevents loss, but only helps to effective, satisfactory, profitable production by uncovering inefficiency, pointing out the leaks and stimulating to the installment and carrying out of proper system. Here are some of the things contained in Mr. Earle's address:—

"Two conditions inimical to the economical production of printing exist in many establishments, viz: Lack of equipment and obsolete equipment, and poor workmen and incompetent foremen, because of the old and oft repeated statement that composing-rooms do not pay. If your composing-room does not pay, it is because your facilities and conditions are not right. You are too niggardly with this portion of your plant. If your foreman asks you for new material, you tell him to get along without it."

* * * * * * *

"It requires just as much floor space to place a poor workman as it does a good one. It requires just as large an equipment of material for a poor one as it does for a good one. Good men produce more work at a less expenditure for investment and rental than poor ones. Every foot of floor space and every dollar invested in equipment should be made to produce its maximum in results. Don't expect a $10 man to give you the results that a $20 man would. Even if he produces half as much he is more expensive. The cheap man requires more overseeing than the good one. His work must be followed closer. In getting a foreman for this department, too often, the wages to be paid him is a large factor in employing him. A good foreman is a rare article, and I sometimes think you do not half appreciate this fact. A good foreman must first have a good education. He must have somewhat of an artistic temperament, he must have mechanical skill, and above all, he must be possessed of extraordinary executive ability. There is possibly no other business that requires all these points in one man. The details are very much greater in number than in any other business. The vexations, trials and tribulations of the composing room foreman are infinite in number. Do not expect to find all these qualifications in a cheap man. A man possessing all these qualities in another calling would earn very much more than you can pay him. Get a man for this position that is capable and efficient. Pay him well. Keep him satisfied and contented. He is the heart of your business. Let him be the judge of what he needs in the way of material and men. Do not dictate along these lines to him, because he knows more about it than you do. Extend to him the privilege of buying the ordinary things needed in his department. If he is the right man, he will not buy more than he needs. If you cannot trust him with this he is not the right man. I would advise you to get another.

"Discard all the obsolete and worn out material, replace it with modern and up-to-date equipment. Get good and efficient help. Have your foreman plan and lay out the work for your men. Let him keep them supplied with work and material to do it with, and when you do this I believe your bank account at the end of your fiscal year will show that the old saying, that composing rooms do not pay, is untrue and absurd."

The latest catalogue of the Latham Machinery Company, of Chicago, is a splendid specimen of typographic art, besides giving, at the same time, a most convincing and satisfactory showing of the different lines of Latham Manufactures. The first cover page is embossed and printed in white and black on brown cover paper of high quality, and the effect is very pleasing. The inside pages are printed in black and light brown on heavy enamelled stock of highest quality. The cuts are clear and complete in detail and present perfect views of the different machines. The frontispiece, showing a Monitor Wire Stitcher, is a work of art. It is printed in black and brown and bronzed with gold and aluminum. Eight different sizes and styles of Monitor Stitchers are shown, covering, in capacity, all the demands of wire stitching. Following, there are most complete and interesting illustrations of the working parts of the stitchers and in the succeeding pages are the prices of the stitchers and of direct-connected electric motors for Monitor Stitchers. Then come illustrations of five styles of paper box stitchers, backing, punching, round-corner cutting and punching machines of varying sizes and styles; perforators, creasing and scoring machines, paging and numbering machines, table shears, Monitor Embossing and standing presses. The number of devices that have been invented and are manufactured, to meet all the demands of printing offices and binderies, is a growing wonder. The Latham Machinery Company have studied and are prepared to meet all the demands of printers, binders and box-makers.

* * *

The National Perforating Machine Company, who recently opened a Chicago Sales Office at 315 Dearborn Street, in charge of Mr. W. H. Paige, report a very satisfactory business.

The Company has increased its line considerably, and in addition to the Rotary Perforator, including the crimping, scoring and slitting attachment, it is now manufacturing the National Automatic Galley Proof Press, which feeds from one, two or three rolls of paper in different colors, inks and cuts to four different lengths, all being done automatically.

The National Rotary Cut-Surfacer is another product that is meeting with success. This is a valuable machine for use in make-ready as all the cuts, either wood or metal base, can be made of uniform height and to conform to the height of the type used in connection with the cuts. An order for eleven of these machines was recently received from the Linotype Co., of London. A type high plate is also sold as an auxiliary to this machine.

The Company has also taken over the manufacture and sale of a well-known line of one and two-color roll and bag presses.

The Meseraull Mitering Machine is an inexpensive tool for mitering brass rules, recently put on the market by this company.

Other time-saving machines for printers' use are in the process of construction, announcement of which will be made in the near future.

Paying his subscription to the year 2,005, for cinching his name on the paid list of his home paper for ninety-five years, was one of the features of the contest conducted by the Iowa Falls, Iowa, *Sentinel*, which closed recently. The finish was spirited and while several subscribed for twenty-five, thirty and even fifty years, all records were broken when one man paid nearly one hundred years in advance for the subscription.

The Hall-Taylor Company, advertising agents of Milwaukee, has opened an office at 337 Marquette Building Chicago. During the last two years, this firm's Chicago business has increased to such an extent as to make the establishment of a branch in this city imperative. Mr. H. C. Winchell, formerly with Lord & Thomas and the Campbell Company of Chicago has charge of the new office.

The student's advertising club at the University of Wisconsin has begun with a membership of 65, including students in the courses in journalism, commerce, and agriculture. The officers are: President, Edwin P. Kohl, Marshfield; Vice-president, Earl G. Lake, Madison; Recording Secretary, Lewis G. Castle, Milwaukee; Corresponding Secretary, Karl Mann, Milwaukee; Treasurer, George W. Christie, Milwaukee. This is the first advertising club of students organized in any American University. It is planned to have a number of well known advertising men address the club in the course of the winter.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 10th of the month preceding date of publication. Cash must accompany order . . . .

THINK OF THE CALENDAR BUSINESS which you could get in your town, Mr. Printer, if you had the *right kind* of a line to show. It means money to you. We want representatives everywhere and can send you 220 calendar samples *that are winners;* also post-cards, blotters and fans.

This is no jobbing proposition—we fill the orders complete, shipping direct to the customer. No trouble or worry or expense for you, simply act as our agent and draw your commission.

Our sample sets are *going fast,* so don't put off writing American Calendar Co., Red Wing, Minn.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

SIX-COLUMN QUARTO BABCOCK CYLINDER PRESS, in good condition, for sale, $400. F. O. B. cars Belleville. Terms Also Eight-column Folio Prouty for $200. Terms. A. Q. Miller, Belleville, Kansas.

FOR SALE—Four roller, two revolution, front fly delivery, 37x52 Campbell Press. Can be seen running at any time. $600.00. Breyer Printing Co., 124 Federal St., Chicago Ill.

JOB CYLINDER PRESS FOR SALE—Pony Whitlock, bed 27x40, fly delivery, fully described on page 1076 Am. Type Catalogue, used less than year hardly enough to smooth bearings; is for sale becaause of consolidation. Also 350 pounds eight point O. S. body type 150 pounds ten point and 50 pounds six point; in good condition, used slightly for less than year. Also Acme Stapler No. 6 in good condition. Brown & Meek, Harlan, Iowa.

NO MORE CUT ROLLERS
INK-DIVIDING BANDS

The Final Word in Color Printing

—SAVE MANY TIMES THEIR COST—

Practically Indestructible; Do not Injure Rollers; Positioned Instantly. **Thirty Days' Trial Allowed** on all first orders. Give nominal diameters of rollers, and number and widths of brands wanted.

"We have used your Ink-dividing Bands and are enthusiastic about results."—**Unity Press,** New York City.

N-M-C-R COMPANY

370-372 SMITH ST., BROOKLYN, N. Y.

$10,000 CASH AVAILABLE FOR FIRST PAYMENT ON MISSISSIPPI VALLEY DAILY.

Inquirer is a promising young man who has been connected with dailies for a number of years in various capacities, terminating in business management.

Proposition No. 79.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

WANTED—Weekly newspaper or trade paper, on long lease with purchase option. Advertiser has ample capital and is an experienced and successful editor and publisher. Highest references from newspaper men and banks. M. Shaw, 112 Dearborn Street, Chicago, Ill.

DAILY NEWS.

REPORTS for evening papers, advance news mail service, special and Chicago news. YARD'S NEWS BUREAU, 160 Washington St., Chicago, Ill.

Wanner Machinery Co.
Printing Machinery

Five Folio		Six Quarto	
Taylor	$325.00	Campbell	$ 525.00
Hoe	300.00	Potter	400.00
Campbell	320.00	Campbell	350.00
Six Folio		Babcook	675.00
Campbell	275.00	Hoe	475.00
Diamond	275.00	Potter, 2 Rev.	800.00
Cottrell	350.00	Babcock, 2 Rev.	14.00.00
Cranston	500.00	Whitlock, 2 Rev.	1000.00
Seven Folio		**Seven Quarto**	
Cottrell	550.00		
Campbell	400.00	Potter, 2 Rev.	1000.00
Eight Folio		Cottrell, 2 Rev.	800.00
Acme	375.00	Huber, 2 Rev.	1800.00
Campbell	400.00	Potter Drum	850.00

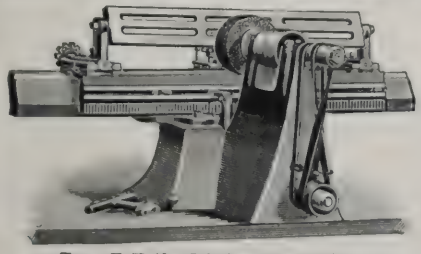
SEND FOR FULL LIST. EXCHANGES MADE

Wanner Machinery Co.

A. F. WANNER, Prop.

New and Rebuilt Machinery

184 Congress St. Chicago, Ill.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes, which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

BARNES-CROSBY COMPANY'S HEADQUARTERS FRANKLIN AND MADISON STS CHICAGO

PART OF CHICAGO ORGANIZATION

GROUP OF ST. LOUIS STAFF

Conversation may take the order, but plays no part in its *execution.*

"Quality" illustrations and engravings result only from organization and equipment—men and money.

Barnes-Crosby Company is an organization of 400 people, engaged in producing illustrations and engravings—nothing else.

Barnes-Crosby Company in its Chicago headquarters employs 275 men and women and occupies 45,000 square feet of floor space.

In its St. Louis establishment, 75 people and 20,000 square feet of floor space.

50 representatives, artists and photographers are employed in its chain of Branch Offices.

Make this organization your art and engraving department, because **Barnes-Crosby Company co-operates with printers, but does not compete with them.**

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President.

Artists :: Engravers :: Catalog Plate Makers

Complete Establishments:

215 Madison St., Chicago **214 Chestnut St., St. Louis**

And a chain of Branch Offices and art departments. Get in touch with the nearest one. Write for samples and information.

New York · Cincinnati · Detroit · Indianapolis · Kansas City · Memphis · San Antonio · Mexico City · Atlanta · Moline · Cleveland · Minneapolis · Milwaukee · Toledo

ST. LOUIS Complete Establishment 214 CHESTNUT ST.

BASOLIO INK & COLOR CO.
IMPORTERS AND MANUFACTURERS OF
LITHO AND PRINTING INKS.
DRY COLORS AND VARNISHES.
BASOLIO
250 W 27TH ST NEW YORK

Basolio Quality INKS and Kleenu

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas.

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

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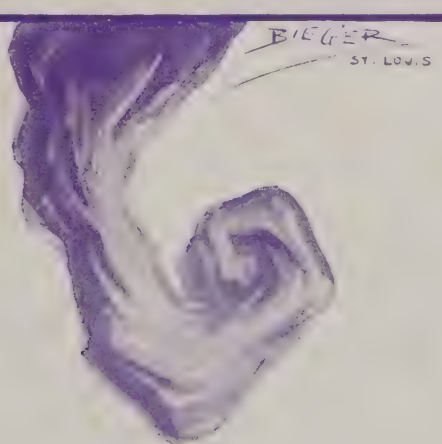
MARCH 1911

NATIONAL PRINTER JOURNALIST



VOLUME 29, No. 3 CHICAGO, ILLINOIS

"Globetypes"

Halftones and Electros From Halftones

The Best the World Has Ever Seen

The evidence of a 400-line **"Globetype"** (160,000 dots to the square inch) the halftone and electro printed on the same sheet for comparison, is yours for the asking.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-425 Dearborn Street, - - CHICAGO

We make designs, drawings, halftones, zinc etchings, wood and wax engravings, copper, nickel and steel electrotypes, but—we do no printing. Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a steel "GLOBETYPE"

DRAWINGS

IN PEN AND INK OR WASH

FIRST CLASS ILLUSTRATIONS CARTOONS or AD DESIGNS

¶ Poor Art work is a bad investment—if you want snappy, high grade work at the right price, let me have a trial order and be convinced.

¶ Send a description of the work you wish and I will forward a pencil sketch of same for your O. K., together with price—if either the sketch or price is found unsatisfactory you can reject same without any cost whatever.

R. J. BIEGER

4408 N. 14th St. - - St. Louis, Mo.

"BUTLER BRANDS"

OF SQUARE AND ROUND CORNER

Die Cut Cards

ARE AS ACCURATE, CLEAN CUT AND TRUE TO SIZE AS CARDS CAN BE MADE

They are banded in hundreds and neatly put up in attractive boxes. Our ***Cut Cards*** are made of "Butler Brands" of Bristol Boards, which is a guarantee of superior quality; yet the prices are no higher than other kinds. When you purchase ***Cut Cards*** get "Butler Brands." Send for Samples.

DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER CO., ... Milwaukee, Wis.
INTERSTATE PAPER CO., ... Kansas City, Mo.
SOUTHWESTERN PAPER CO., ... Dallas, Tex.
SOUTHWESTERN PAPER CO., ... Houston, Tex.
PACIFIC COAST PAPER CO., ... San Francisco, Cal.
SIERRA PAPER CO., ... Los Angeles, Cal.
OAKLAND PAPER CO., ... Oakland, Cal.
CENTRAL MICHIGAN PAPER CO., Grand Rapids, Mich.
MUTUAL PAPER CO., ... Seattle, Wash.
AMERICAN TYPE FOUNDERS CO., . . Spokane, Wash.
AMERICAN TYPE FOUNDERS CO., . . Vancouver, B. C.
NATIONAL PAPER & TYPE CO. (Export Only), N.Y. City
NATIONAL PAPER & TYPE CO., City of Mexico, Mex.
NATIONAL PAPER & TYPE CO., City of Monterey, Mex.
NATIONAL PAPER & TYPE CO., . . . Havana, Cuba

ESTABLISHED 1844

J·W·Butler Paper Company·Chicago

BARNES-CROSBY COMPANY'S
HEADQUARTERS
FRANKLIN AND MADISON STS
CHICAGO

PART OF CHICAGO ORGANIZATION

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215 Madison St., Chicago **214 Chestnut St., St. Louis**

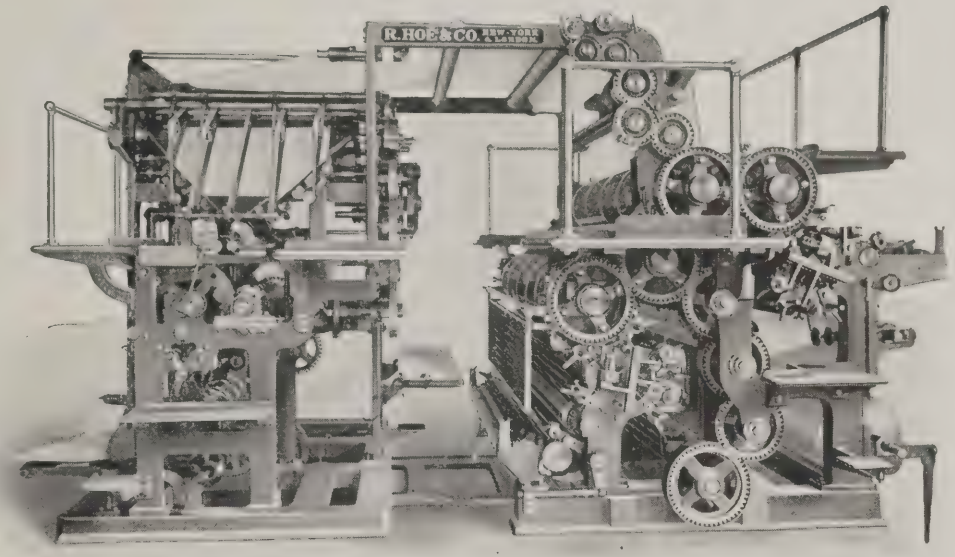
And a chain of Branch Offices and art departments. Get in touch with the nearest one. Write for samples and information.

New York · Cincinnati · Detroit · Indianapolis · Kansas City · Memphis · San Antonio · ST. LOUIS Complete Establishment 214 CHESTNUT ST. · Mexico City · Atlanta · Moline · Cleveland · Minneapolis · Milwaukee · Toledo

THE PROBLEM SOLVED

For the Small-City Daily

How to Print 6, 8, 10, 12, 14 and 16 Page Newspapers From One Roll of Paper and a Single Set of Plates.



THE "UNIQUE"
SINGLE-PLATE, SINGLE-ROLL PRESS

The printing portion is exactly similar to that in our best newspaper presses and has only two pairs of cylinders and two sets of inking rollers, USING THE REGULAR SEMI-CIRCULAR STEREOTYPE PLATES.

All Parts of the Machine Always Run at Full Speed for All Products

WHAT USERS SAY:

MT. VERNON DAILY ARGUS:

"The best in daily newspaper printing is attained with this press. In speed it is all that is claimed—steady in its rapidity and easy to operate and maintain."

BARRE DAILY TIMES:

"Changing the number of pages is a simple matter. The machine is easily taken care of, economical to maintain, and nobody could ask for a better machine nor is there one built that will give the publisher less trouble."

NORWICH EVENING RECORD:

"Runs regularly, with clocklike precision. Its elasticity, printing from 6 to 16 pages, from one set of plates and one roll of paper, makes it the handiest and most economical press for a small-city daily. No other press will do the same work and make so little fuss about it. The ink distribution is particularly good and our pressmen, after a short experience in stereotyping, are turning out practically as good half-tone work as they formerly did on a flat-bed press."

ALLENTOWN WELT-BOTE:

"Never saw its eqqual for product or convenience Making changes very simple. Plates and rollers are attached and removed far easier and with less inconvenience than on Double-Deck or Triple-Deck Presses. The electric motive power bills run from $3.00 to $4.50 less than with the old-style . . . . eight-page equipment. As to ink distribution, could not wish for anything better or more desirable."

Full particulars gladly given on application to

R. HOE & CO., 504-520 CRAND STREET, NEW YORK, N. Y.

Also at

7 Water Street, Boston, Mass.

143 Dearborn Street, Chicago, Ill.

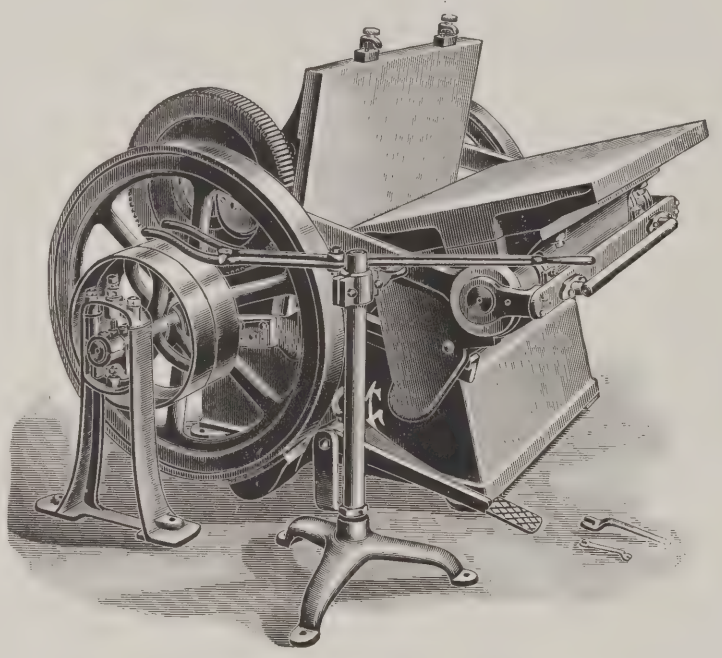
8 Rue de Chateaudun, Paris, France.

109-112 Borough Road, London, S. E., England.

The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

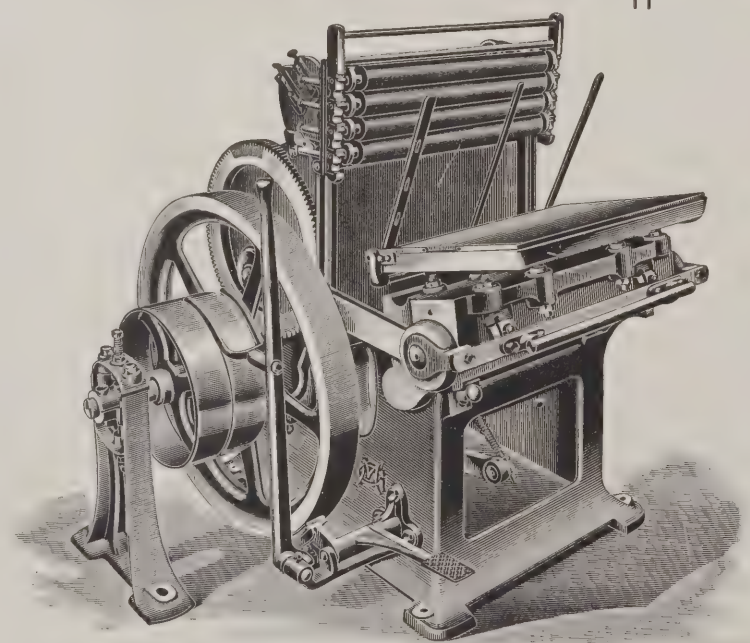
No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	10 x 15	inside	chase
Half Medium,	13 x 19	"	"
Half Super Royal	14 x 22	"	"
Super Royal No. 4	17 x 25	"	"
Embosser No. 1,	21¼ x 22	"	"
Embosser No. 2,	24 x 26	"	"
Stamper No. 3,	24 x 26	"	"

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

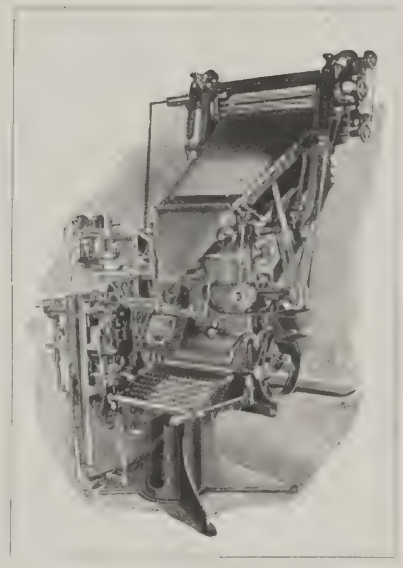
THE NATIONAL MACHINE CO., Sole Manufacturers HARTFORD, CONN., U.S.A.

"All Home Print"

When the progressive publisher reaches the point where he wants to control his own advertising space, he installs a

LINOTYPE

One machine puts the smallest office on a par with the largest metropolitan office with its vast stock of type, as regards variety of faces and the ability to keep a large amount of matter standing.



ONE MAN RUNS IT

The Linotype Way Is the Only Way

25,000 in Daily Use

MERGENTHALER LINOTYPE COMPANY
Tribune Building, New York

CHICAGO:
521 Wabash Ave.

SAN FRANCISCO:
638-646 Sacramento St.

NEW ORLEANS:
332 Camp St.

MELBOURNE, SYDNEY, N.S.W., WELLINGTON, MEXICO CITY, } Parsons Trading Company

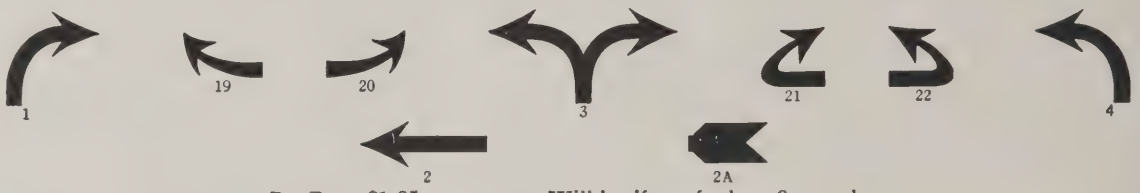
TORONTO: { Canadian Linotype, Limited, 35 Lombard St.
STOCKHOLM: Akt.-Bol. Gumaelius & Komp.
ST. PETERSBURG: Leopold Heller
COPENHAGEN: Lange & Raaschou

BUENOS AIRES: Hoffmann & Stocker
HAVANA: Francisco Arredondo
RIO JANEIRO: Emile Lambert
TOKIO: Teijiro Kurosawa

Hansen's Spear Indicators

A Very Useful Ad. Novelty

GROUP A



Per Font, $1.65 — Will justify perfectly to 6-pt. rule

Font contains 4 each Nos. 1, 2A, 3, 4, 19, 20, 21 and 22; 6 No. 2

GROUP B

Per Font, $1.40 — Will justify perfectly to 4-pt. rule

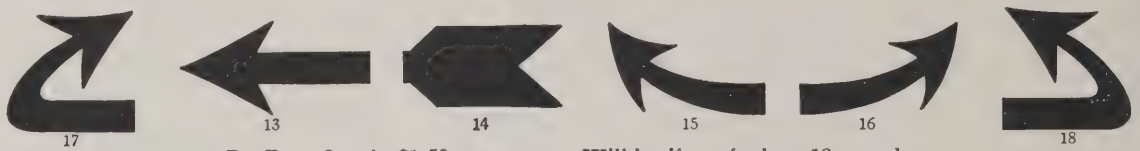
Font contains 6 each Nos. 5, 8, 25 and 26; 4 each Nos. 6A, 7, 23 and 24; 8 No. 6

GROUP C

Per Font, $1.00 — Will justify perfectly to 2-pt. rule

Font contains 8 each Nos. 9 and 12; 6 each Nos. 10A, 27, 28, 29 and 30; 4 No. 11; 12 No. 10

GROUP D



Per Font, 2 each, $1.50 — Will justify perfectly to 12-pt. rule

Use these indicators to brighten and individualize advertisements. Useful in certain classes of booklet and job printing. Have you a copy of the Hansen Catalog Showing late style type faces and printers specialties : : : :

C. I. Johnson Mfg. Co.

Complete Printing Outfits in Stock

"Johnsonized" and New Machinery — Hansen Standard Line Type

SAINT PAUL, MINNESOTA

Set in Masterman Roman

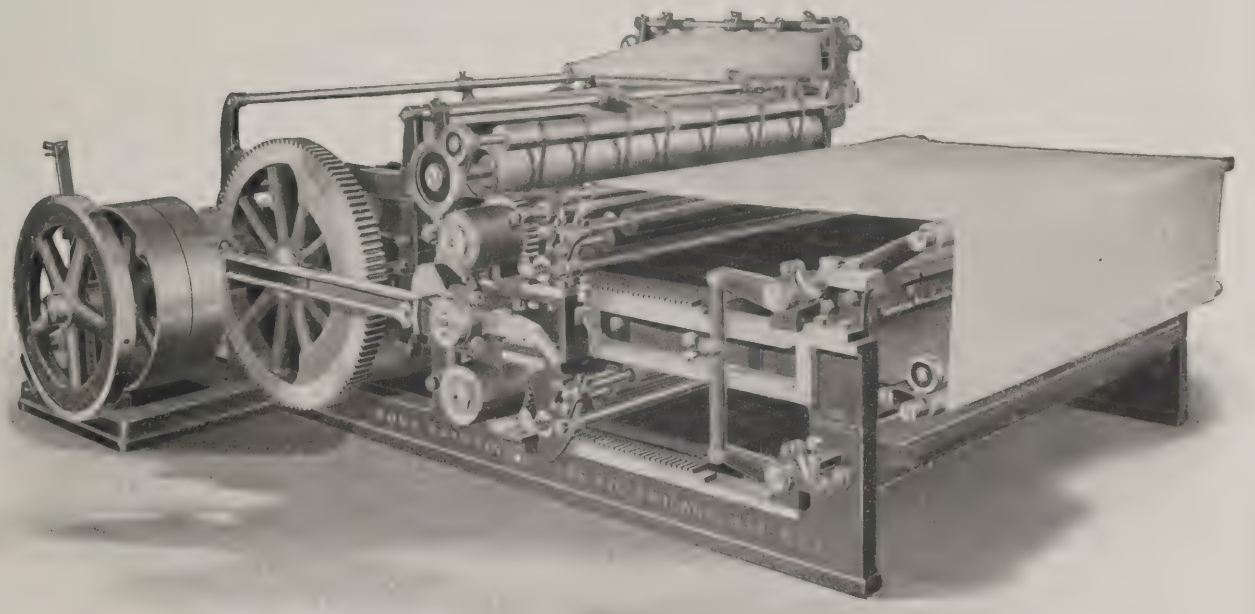
HALLEY'S COMET HAS COME AND GONE

But the GOSS "COMET" Press Has Come to Stay Forever

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS

THIS LITTLE PRESS WILLPRINT, PASTE AND FOLD FOUR, SIX OR EIGHT PAGES OF EITHER A SIX OR SEVEN COLUMN 13 "M" STANDARD SIZE NEWSPAPER



The "COMET" flat bed web perfecting press is the very latest accomplishment in newspaper machines for perfecting a four, six or eight page paper from type forms.

It is the most economical newspaper press on the market, and will save time, labor and money for the publisher, from the day of its installation.

It will save money because it takes less power to operate than any web perfecting press on the market.

It will save money on every paper it prints, as the cut of the web and reduced margins will make a continuous saving of white paper.

It will save money because there are less than half the composition rollers to maintain. All composition rollers are interchangeable, while the inking fountains are of the thumb screw variety (screws two inches apart).

It has double drive, angle bars for associating the webs, and practically a rotary tapeless folder.

The "COMET" will take up a floor space twelve feet square. It is four feet eight inches high, and will weigh sixteen thousand pounds, while a five horse power motor will be ample power.

Is this not an ECONOMICAL PROPOSITION?

PATENTED AND BUILT BY

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
Metropolitan Life B'ld'g.

16th Street and Ashland Avenue
CHICAGO, ILL.

LONDON OFFICE:
No. 92 Fleet Street
LONDON, - ENGLAND

THE QUEEN CITY PRINTING INK CO.

CINCINNATI - CHICAGO - BOSTON - PHILADELPHIA
KANSAS CITY, MO. - MINNEAPOLIS - DALLAS

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

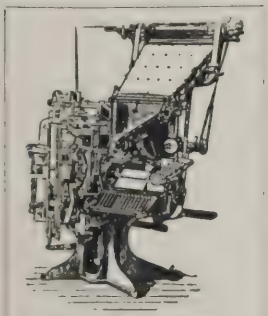
FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer
CHAS. E. NEWTON, Vice-President — WM. S. BATE, Secretary

NEW YORK, 59 Beekman St. — CHICAGO, 357 Dearborn St.
SAN FRANCISCO, 653 Battery St. — SEATTLE, 411 Occidental Ave.

Our Reputation is back of every

RECONSTRUCTED MODEL 1

we offer.



One Letter $1850
Two Letter $2000
5 to 11 Point in Faces
Easy Terms

If you must buy a second hand Model 1 Linotype rather than one of our Quick Change Versatile many sided Linotypes

There's a Reason

why one reconstructed by its creators is the safest investment for you.

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

CHICAGO 521 Wabash Ave. — SAN FRANCISCO 638-646 Sacramento St. — NEW ORLEANS 332 Camp St.

TORONTO: CANADIAN LINOTYPE, Ltd., 35 Lombard St.

BARGAINS

In Rebuilt and Second Hand Machinery for

PRINTERS AND BOOK BINDERS

Write for our latest catalogue

WIRE STITCHERS

(All Sizes)

MAKE	PRICES
Donnell - -	$ 50.00 to $165.00
Morrison - -	60.00 to 165.00
Universal - -	75 00 to 350.00
Boston No. 3 -	- - 125.00
New Jersey - -	135.00 to 300.00
Brehmer - -	60.00 to 200.00
Thompson - -	50.00 to 170.00

Stapling Machines (*All Makes*)
Prices ranging from $12.00 to $30.00

Round Corner Machines (*All Makes*)
Prices ranging from $12.00 to $65.00

Paging and Numbering Machines (*All Makes*)
Prices ranging from $80.00 to $145.00

Perforators (*All Makes*)
Prices ranging from $40.00 to $150.00

Stabbing Machines - Sanborn Power $75.00

Punching Machines (*All Makes*)
Prices ranging from $15.00 to $150.00

Paper Cutters (*All Makes*)
Prices ranging from $70.00 to $250.00

Table Shears (*All Makes*)
Prices ranging from $40.00 to $100.00

Ruling Machines
Prices ranging from $75.00 to $120.00

Write for itemized list of second-hand machinery.

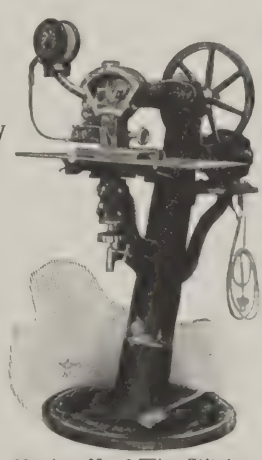
We manufacture

Monitor Machinery

for the

Complete Bindery

It has stood at the top for 20 years



Monitor No. 1 Wire Stitcher

Wire Stitchers
Perforators
Punching Machines
Box Stitchers
Paging and Numbering Machines
Embossers
Standing Presses
Creasers
Job Backers
Etc., Etc.

LATHAM MACHINERY CO.

306-312 S. Canal Street

CHICAGO

NEW YORK, 8 Reade St. — **BOSTON, 220 Devonshire St.**

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.

Patentees and Sole Manufacturers

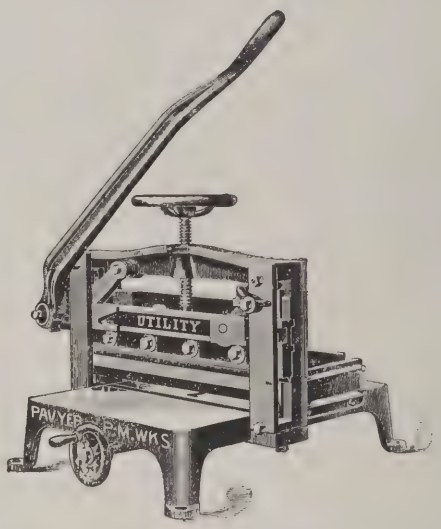
ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

Practical, Profitable Utility

IS THE CHARACTERISTIC OF

THE "UTILITY PAPER CUTTER"



AND ALL OTHER MANUFACTURES OF THE

Pavyer Printing Machine Works

500 to 604 S. Broadway, ST. LOUIS, MO.

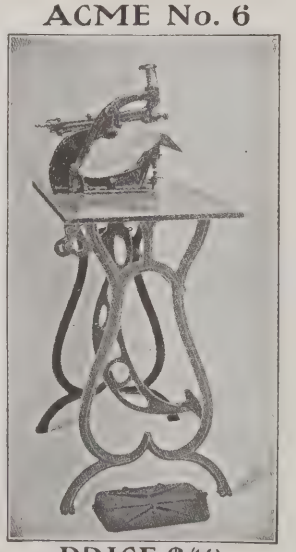
ALSO MAKERS OF

Reversible Paper Clamps and Mustang Mailers and Builders and Repairers of Machinery for Printers in which Highest Quality is joined with Economy, Serviceableness and Simplicity.

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6



PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,

112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

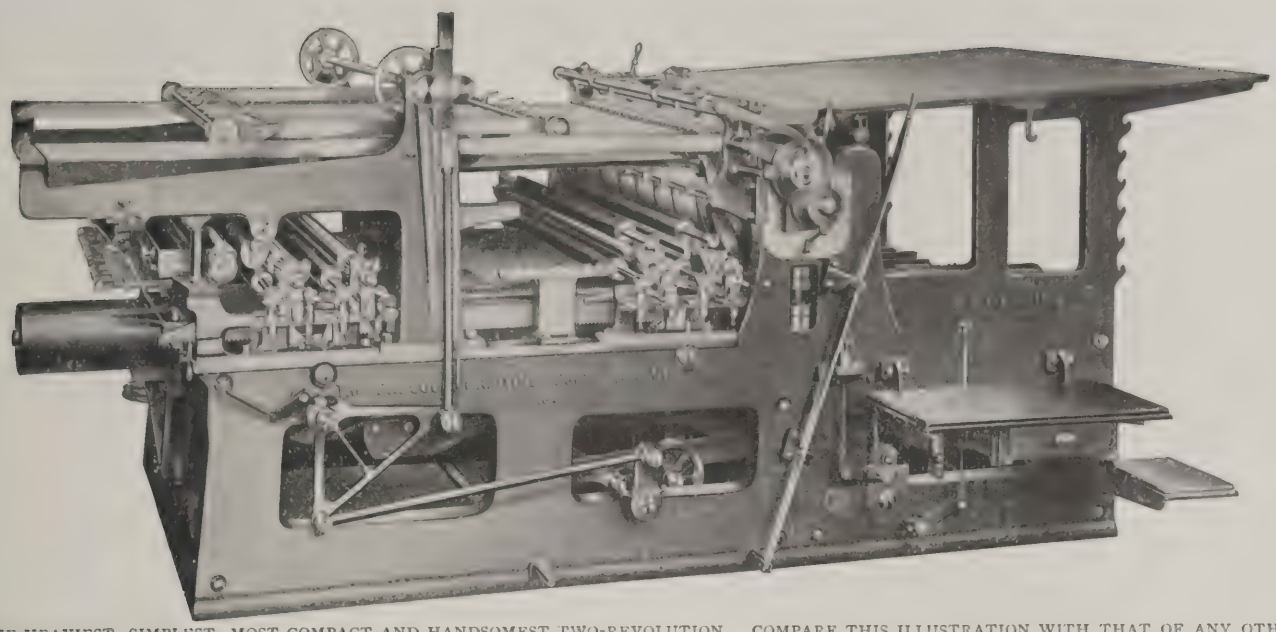
THE THINGS WE DO

DRAWINGS of any description, and for every purpose, in PEN AND INK OR WASH, FOR LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR AD. DESIGNS.

MECHANICAL DRAWINGS FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri: Great Western Type Foundry, Omaha, Nebraska: Minnesota Type Foundry Co., St. Paul, Minnesota: St. Louis Printers Supply Co., St. Louis, Missouri: Southern Printers Supply Co., Washington, District Columbia: The Barnhart Type Foundry Co., Dallas, Texas. National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus

The Babcock Optimus

Not a single user in more than twelve years has found fault with the Optimus ball and socket driving motion; it has cost no one a cent, nor shown perceptible wear.

But this is the least to be said of it. It is worth much more to know—

That its matchless precision gives runs of three-quarters of a million from one set of plates;

That its unvarying exactness gives absolute register between bed and cylinder, no matter how old the press;

That it gives high speed quietly, with smooth reverse;

That its simplicity and compactness give opportunity for impressional rigidity much greater than any other;

That the small space occupied keeps the bed low;

That it gives no trouble, makes no expense, and develops profits to the utmost.

Refined and perfected, this Optimus driving motion is the same as in the beginning. Since then other two-revolutions have been built over many times in this the most vital mechanism of a press; and each experiment has been trumpeted even louder than the one lauded before.

The experiments must continue; for the Optimus ball and socket drive embodies the basic principle for best operating a reciprocating bed. *The only way to equal it is to copy it,* and this can't be done.

The history of driving motions is accessible, interesting—*and convincing.*

The greatest improvement ever made in a bed drive, the simplest, and a device that can be carried in the pocket, was incorporated in the Optimus about three years ago; but even without this, hard running for a dozen years under all printing conditions had proved the Optimus ball and socket drive the only one thoroughly fit and fully meeting all requirements.

SET IN AUTHORS ROMAN AND AUTHORS ROMAN ITALIC

We Have Made Special Study

of Printing Machinery and Equipment as a result of which we are in a position to advise you properly from the standpoint of Efficiency First Cost and Economical Operation. We want your orders and we believe you will want our service when you know more about it.

Best way to find out is to write to us now. If you need a new composing room, machinery for your bindery or press room—tell us your needs—we probably can help you.

Our experience, gained through equipping some of America's largest plants, is yours without cost.

A. F. WANNER & CO.

The Machinery House

340-42 Dearborn Street - - CHICAGO, ILL.

UNIFORMLY EXCELLENT

ULLMAN'S INKS

Don't envy good printing ---

Do it yourself

By using Ullman's Inks.

The finest printing in the world,

And all over the world,

Is done with our

Doubletone Inks, and

Ullmanines.

SIGMUND ULLMAN CO

NEW YORK (Uptown) PHILADELPHIA
NEW YORK (Downtown) CINCINNATI
CHICAGO CLEVELAND

Growth Proves Life.

Only Live Things Grow.

Growth is marked by Progress.

The constant growth of the H. D. Roosen Co. proves that discriminating Ink-users appreciate the efforts of a Live concern.

Buy of the Quality Ink Makers

H. D. ROOSEN CO.

Brooklyn, N. Y.

CHICAGO **TORONTO** **INDIANAPOLIS**

BUENOS AIRES **MEXICO CITY**

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE IS A FACTOR IN COST REDUCTION

Each day sees a new convert to the Modernized Composing-room idea. Each day one or more printing concerns join the progressive ranks with a money-making and space-saving composing-room equipment.

Each new recruit is a factor in cost reduction. When the progressive modernized offices are in the majority they will *control the cost of printing.*

Will you be the last one to get on the band wagon? Why not do it now? This movement, like all others, is being anticipated. Only the far-seeing ones who modernize their composing-rooms early in the game will gain the full measure of profit. Those who join the movement at high tide will be followers, and not leaders.

Do you think the saving is a little matter not worthy of your attention? Do not make that mistake, but look the question square in the face and ask yourself:

"What would it mean in my establishment if I could save 10 to 25 per cent in composing-room labor and 25 to 50 per cent in floor space?"

If you will ask us, we will give you off-hand the names of 25 representative printing concerns who have made such savings and who will be pleased to acknowledge the fact. We could name one hundred such concerns as easily.

HAMILTON MFG. CO., Two Rivers, Wis.: *Detroit, Mich., January 16, 1911.*

Gentlemen.—We are pleased to advise you that the new composing-room equipment manufactured by you, which you installed, consisting of cabinets, make-up and storage banks, and other modern wood goods, in our opinion is a considerable advantage over the old-style equipment which we threw out.

The new equipment saves a large proportion of floor space, and besides, on account of having leads, rules and the other materials which the workmen use, conveniently located at their cabinets, they can consequently do considerably more work in a day. This, of course, means to us an actual saving in wages.

We desire to compliment you upon the workmanship of the goods, and the transformation of our composing-room certainly gives us a great deal of pleasure. Very truly yours, *JOSEPH MACK PRINTING HOUSE.*
Jos. Mack.

If you are interested in this vital question, fill out the attached coupon and send it to us, or to your dealer, ask for a copy of "Composing-room Economy," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing plants in the United States.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

OUR NEW CATALOG OF SPECIAL FURNITURE IS NOW READY

Megill's Patent Automatic Register Gauge

The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

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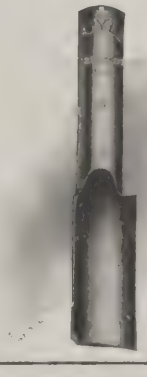

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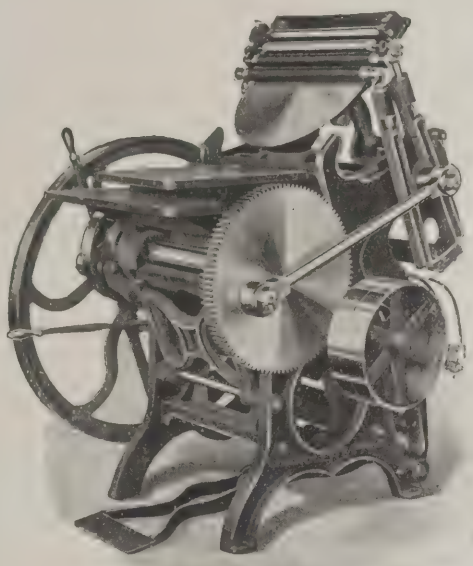

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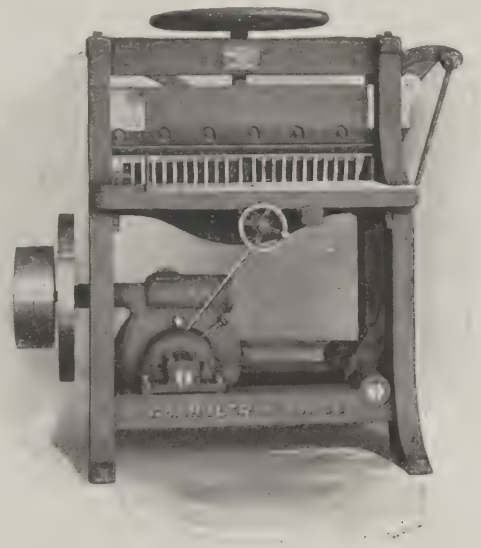

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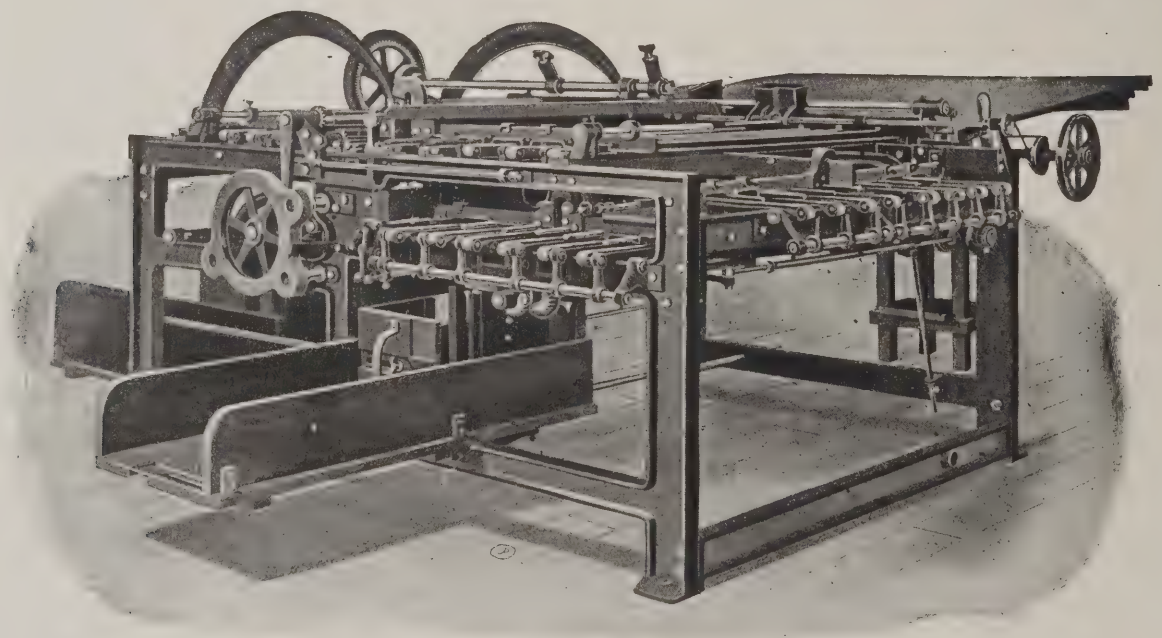

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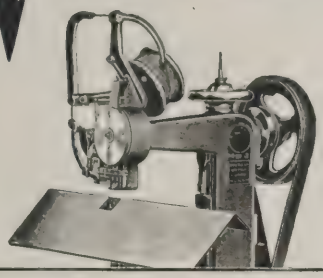

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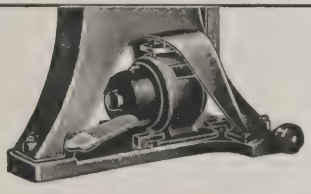

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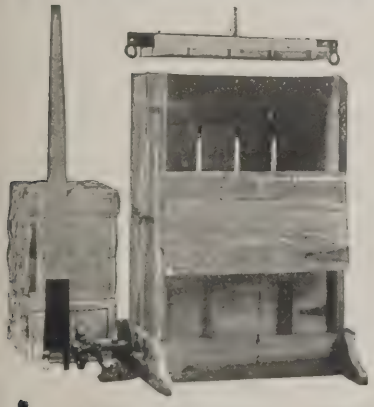

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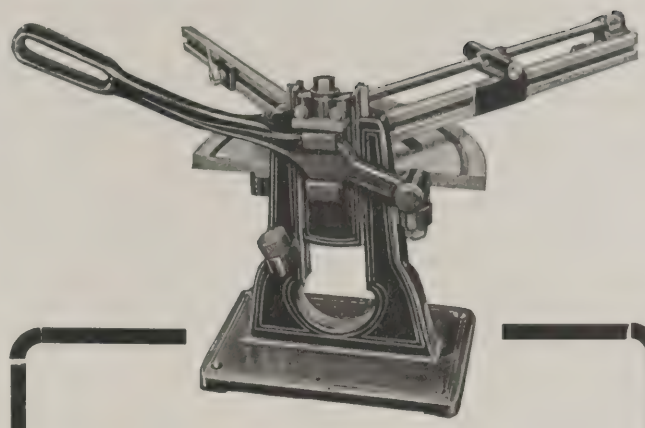

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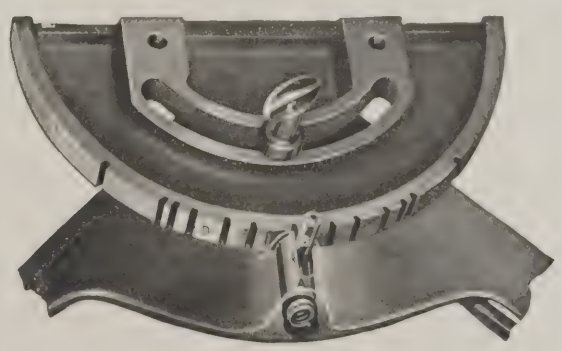

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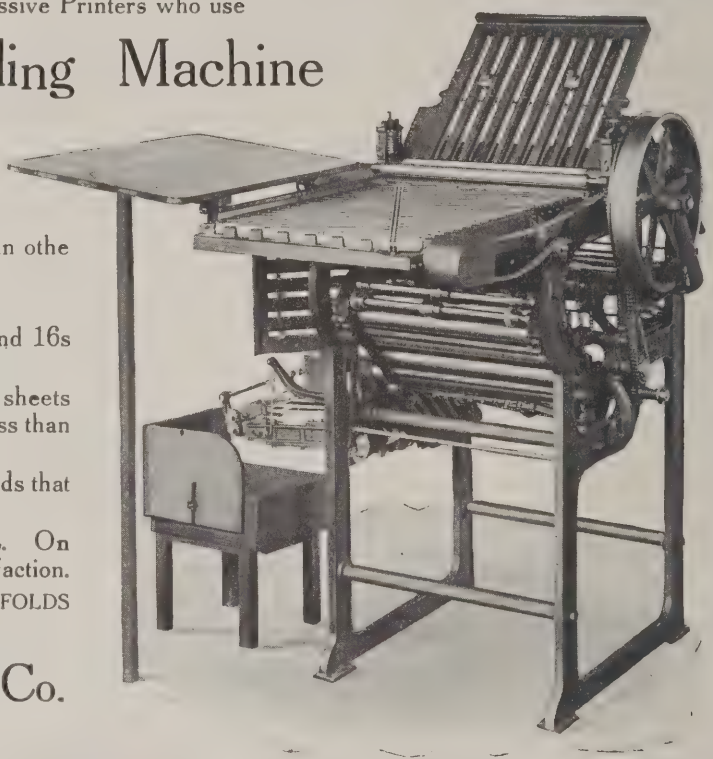

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NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-nine | Chicago, March, 1911 | Number Three

Laboratory Methods in Journalism

BY L. N. FLINT, ASSISTANT PROFESSOR OF JOURNALISM IN THE UNIVERSITY OF KANSAS.

SUCH a subject as "Laboratory Methods in Journalism" is enough to make an assemblage of editors and newspaper men utter an eloquent and unanimous sniff. No, I will not say unanimous, for many newspaper workers recognize the value of a course in journalism; but I should be safe in saying that the sniff would carry by a comfortable majority.

Laboratory, indeed! What use has a newspaper man for a laboratory? The young man who is to become a Thomas Edison or the young woman who is to be the Madam Curie of the future should, of course, form an early acquaintance with laboratory methods. The student of engineering, of pharmacy, of medicine, must, beyond question, have the preparation and the training that the laboratory accords. Perhaps, indeed, the future newspaper man might be allowed to add to his stock of general knowledge by a reasonable amount of work in the chemistry or the biology or the engineering laboratories. But when it is proposed to put the aspiring newspaper worker through a course in a *newspaper* laboratory—what a crazy idea!

Perhaps in phrasing the subject I should have avoided a term with so much college odor about it, and should rather have spoken of *"practice* methods in journalism;" but "laboratory" is derived from a word meaning to labor, and I wish you to understand that students in journalism are obliged to work at it.

It is not unusual to see in some paragrapher's column or in some magazine article a statement like this, which I noticed the other day in an account of how to whip the cub reporter into shape: "After a few months, he might forget his special training in journalism and make a good newspaper man." In the "Proceedings" of an editorial association I find that one speaker refers to the "Fool schools of journalism." The context in such cases usually shows that this condemnation is based on ignorance of the actual measurable results shown by courses in journalism, or else, in the case of the paragrapher, that the writer is so hard pressed for stuff to fill that he snatches at any smart libel that will fit into six lines.

The newspaper man is quick to resent ignorant criticism of his own work. The common remark, for example, that newspapers are wilfully inaccurate and careless, is galling to those who know how much more exact is the newspaper reporter's power of observation than that of the ordinary looker-on. And so it seems fair and proper that laboratory work in journalism should not be condemned by newspaper men until it is understood. The inquiry pertinent to the occasion seems to be, then: precisely what must the graduate from a course in journalism forget before he will make a good newspaper man?

There are no schools of journalism, in the strict sense. In ten or a dozen universities there are departments and courses in journalism offering work running through one or more years. In the University of Kansas these courses run through the three years of the college above the freshman year. The student devotes the major portion of his time to the courses that are a regular part of the college work, making his selection under the advice of the department of journalism. He studies literature and history and psychology and English and sociology and economics and philosophy and logic and something of language and science. Some of these subjects, you will agree, are directly in line with his future work; most of them will be of constant service to the man who goes very far ahead in the newspaper business; and all of them contribute to the making of a man. The reporter, the city editor, the telegraph editor, the country editor—each needs to know everything; and he needs to be a man. The things that he learns in these courses are evidently not the things that he must forget in order to become a good newspaper man.

The first course in the technical work offered by the department of journalism in the University is Reporting Many persons, I think, have the notion that there is something quite artificial about this course; that because theories are supposed to thrive well in colleges, this course must be a theoretical one—lady-like, denatured, or something of that sort. You picture to yourselves the professor appearing before the class with some such announcement as this: "And now young ladies and young gentlemen, we will learn how to report a fire. On the blackboard you will perceive a diagram of the town of L. Near the top you will see the letter R. This represents the reporter asleep in bed at eight o'clock in the evening. F, on the other side of the diagram is the dwelling which is in process of conflagration. C. is the city hall and B is the fire bell. When the reporter hears this bell he should rise and dress. The collar and tie should be left on the chiffonier. The coat shoud be donned during the descent of the stairs. The reporter should proceed rapidly to F. He should ascertain whether or not the building is, in fact, ablaze. Always be sure of your facts. Next he should assume his note-book and pencil and tap the fire-chief lightly on the elbow. He should then ask the following questions in order: Do you know any news? Who set this fire and why? When will you have it out? How much insurance was there on the place? May I go inside and interview the dead, if any? Will there be any objection if our paper prints the story?

I will admit that our practice on this particular assignment is confined to hypothetical cases, since the State carries no insurance and we have been forbidden to burn the buildings But the students in reporting are put to work the first day of their course writing news for the *University Kansan* and other papers and bulletins published by the University. They exhibit all the symptoms that the green reporter in your newspaper offices exhibits. They go through the same stages of progress, have the same relapses, and convalesce under the same lines of

treatment that your own cubs do. There is nothing essentially different between going to the county clerk to get the commissioners proceedings and going to the chancellor's office to find out what the regents did to football at their last meeting. It takes essentially the same ability and the same skill to report a speech in the University chapel that it does to report a speech in the courthouse or the rink. It takes as much courage in the beginner, and as much diplomacy, to interview a distinguished visitor to the University as it does to interview the mayor of your town or the principals in a divorce case.. The ability to find the news in the University community calls for just as keen a scent as it does in the country town or on a city run. It calls for the same quick observation; the same perseverance The rewards and penalties in this work in college are just as real to the college student as the rewards and penalties that confront your cub. And I think you must admit that in the matter of getting careful criticism of his work and direction of his efforts, the student in journalism has—granted that his instructor is a practical newspaper man—a real advantage over a busy editor's cub. He might well be expected to get the hang of things more quickly, and in fact does, considering that he puts in only a part of his time in the reporting work—his history and his economics and his other studies being carried on at the same time.

One would conclude from some criticisms heard that we are supposed to advise our students to let the daily newspaper alone lest it corrupt their style; to beg pardon and withdraw from the presence of anyone who seems less than eager to grant an interview; never to print anything that might by any possibility hurt anybody's feelings; and in short, to insist on everything that might be called impractical. As a matter of fact, the newspapers of the country are the text-books in our courses. Our students study them and criticise them. They do not regard them as perfect. They know that newspapers will have improved ten years hence. So do the editors. That is not an impractical idea. Aspiration towards better things is not impractical. Not long ago I attended a private gathering to meet a distinguished visitor to our State. There were several newspaper men there. The guest of honor talked very freely, since, as he said, he knew that he was among friends. One of those newspaper men betrayed this confidence, in his paper that evening. We don't teach that sort of thing. But that sort of thing isn't practical journalism any more than it is common decency.

Can it be that this knowledge of what newspapers are today and how they are made; of how to get and write a news story and do it quickly; of how to handle an interview; of how to see a feature story and get it into words without spilling the human interest; of what constitutes news value; of how to handle correspondence—can it be that these things, learned by actual daily experience in the journalism laboratory, are the things the student must forget before he can become a good newspaper man?

The work that runs through the second year of the course is called editing. It includes a study of newspaper style and style-boards, of the editorial departments of metropolitan papers and of the editorial page itself. The students continue news writing and try their hands at turning out editorial matter. The most of their laboratory work, however, is in handling copy of others. They do the work of copy-readers and proof-readers. They sit at a real newspaper table, with a real "blue pencil" in hand, and edit real copy and write real headlines, and their work shows up at night printed in real ink on real paper. They work within fifty feet of a No. 6 Linotype that is eating up their copy. Cylinder and job presses are running almost at their elbows. Precisely which of the things they learn here must they forget before they can become good newspaper men?

The work of the third year consists of a course in business management, to be begun next fall, and a course in advertising, introduced for the first time this winter. The students in advertising learn of the principles on which this art is based. They hear lectures by experts in the advertising field. They study advertisements and they write them. Some of them may become ad-writers; some may go out as reporters. In either case, what are they likely to learn in this course that they will need to forget in order to become good newspaper men? I have had reporters who could go down the street and "rustle ad copy," if the copy was ready or the merchant ready to write it, but I never had a reporter who could "create" advertising; who could interest the merchant in a discussion as to what goods he might most profitably advertise; and how best to write the ad and how most effectively to display it with the material that the office afforded—in other words, make the merchant feel that the paper offered him an invaluable service. Those who hire our reporters should not ask them to forget what they have learned about the type and border and white space and gray matter and psychology that go into an effective advertisement. They will pay dividends on that knowledge.

In this brief enumeration of what is aimed at in a newspaper course—the opening of eyes and ears and the sharpening of wits; the command of newspaper English; the knack of getting the head of a news story and the heart and the appendix, if any, in their respective places; the ability to handle oneself in the situations that the reporter meets; the familiarity with the "back office" and the respect that is due it—in all this we do not seem to have found those things which the student must forget before he can become a good newspaper man.

Let us admit before going further, that some students never get out of this course the things that are offered in it. But do not a large per cent of office cubs fail to develop into good reporters? Do not many law graduates fail as lawyers? Some of our former students are now successful as country editors, some as reporters and desk men and managers in metropolitan offices—and some of them have discovered that they were born to some other vocation. This as it should be. A student has a right to look around before settling upon his life work.

And let it be admitted further that there are many things about newspaper work that a course in journalism cannot teach. It cannot prepare a young reporter to handle the story of a bank failure with the discretion of a veteran financial editor. That is a journalistic major operation. The first few major operations that the medical graduate performs are likely to annoy the patients excessively—if at all. It is difficult to teach the prospective country editor very much about how to "mix" on the street Saturday afternoon or how to keep from "mixing" when the "aggrieved party" comes into the office and starts trouble. There is no really successful course in horse sense. But neither is there such a course in the law school. Graduates of any technical course need experience—which they can soon get. But the graduate from cubhood, with however much experience, yet needs that education which the university graduate has—and it is beyond his reach.

Thus far I have spoken principally of the technical side of the course in journalism. And it is on this side that the emphasis is laid. While it is true that this technical knowledge might be picked up in experience following school days—as, not long ago, young men picked up law—we think that the student has a right to ask opportunity to learn what newspaper work means while he is getting his general education and laying his plans for life. And we think that the newspaper calling is of sufficient importance and dignity to merit introduction to University students, of however great abilities and ambitions. We even go so far as to believe that the newspaper is so tremendous a factor in modern life that it is worthy of study on the part of any student whether or not he expects to enter the newspaper field.

But laboratory work in journalism would fail of an important end did it not lead the student to apprehend something of the broad principles that govern newspaper-making. Admit that these are as yet vague and even contradictory, it still remains true that the evolution of newspaper-making from a business to a profession will be brought about by men and women whose thinking goes down to basic principles. What is the true function of the newspaper in the progress of society? The cub may never meet that question. It is a question that it would seem might properly concern any man who gives his life to a newspaper. Society at large is beginning to ask it. It is right that the university student should consider it seriously. And so with other elemental things.

Occasionally some one is heard to boast that he is not a journalist—just a plain, plug newspaper man. We are all just plain, plug newspaper men. And we have a right to be proud of our business. But we err when we boast that we are *not* journal-

ists. The title is an honorable one and there are those in our country who are worthy to bear it. As a name for our department we use it as a matter of convenience and because it represents the ideal at which we should aim. But we do not turn out journalists—not yet.

The college graduate who typifies the class for some of you is the conceited youngster with superior airs. This conceit is really what the critic has in mind when he says the young man must forget what he learned in college. But there are, in fact, very few of this type. None of them get through the course in journalism if we know it. We induce them to forget their conceit early in the first year. I think none of them will approach the editor offering to show him how to run his paper. But we who instruct them hope that some of them may turn out to be true journalists—the builders of a real profession of journalism, based on attainments in special knowledge, as distinguished from mere skill; deal practically with affairs, as distinguished from mere investigation; and "aiming at the application of such knowledge to uses for others, as distinguished from its pursuit for one's own purposes."

Relation of the Press to Government, to Education and to the Pulpit

AT its annual banquet on the evening of January 30th, the Connecticut Editorial Association had, among other speakers, the Governor, a professor and a pastor. Each had some enlightening thoughts as to the relation of the press to the institutions they represented, government, education and religion.

Governor Baldwin commenced with Bryce's definition of the functions of a newspaper in "The American Commonwealth" as: "That of a narrator; that of an advocate, and that of a weathercock," and continued, as reported in the Hartford Daily Times:

"This gathering represents very fairly the narrators. You all, I dare say, started as reporters or correspondents. You discover first and narrate afterwards. A man who holds any conspicuous office can hardly be seen receiving a letter without being followed up by a reporter to ask who wrote the letter and what it was about; not. he says, to be inquisitive, but only to let the public know the exact facts.

"I do not think our Connecticut newspapers do much in the weathercock line. If I dared to criticize them as to their part of that business I should say that the weathercock was generally rusty and it took a pretty stiff gale to turn it. But the great office of the newspaper editor, and it is a great one, is to be an advocate."

He urged the editors to use their positions as advocates for the good of the sturdy little Commonwealth in the interest of electing State Senators on a general ticket, to an equal representation based on the population of the different senatorial districts, and closed as follows:

"You have a position of power. You are the interpreters to the people of their own thoughts. You may be the inspirers of their best thoughts. You hold, as truly as I hold, an office in our political society. Election to your office comes by merit. It may not be mine. No newspaper will live long whose editors are not men of ability. Your fair exercise of that ability in settling our mode of constitutional goevrnment is due to Connecticut. As the chief officer of Connecticut I charge you here and now, each and all, my brother officers of Connecticut, to take up this question which I bring before you in such a way as to use your unchartered office for her best good."

Professor Edward Bliss Reed spoke of the friendly attitude of the press toward the members of the teaching profession. He also spoke of the advantage there would be in teaching anonymously as there is in writing anonymously as the newspaper writers do. Germany's advantage lay in her army. England's in her navy, but the great solution of all our problems is education. Our aim, however, must be to avoid waste. The pulpit, press, and the teaching profession are the great educational factors. He lamented the fact that the real purpose and work of the colleges was not made as much of as the trivial events connected with college life. There can be intelligent cooperation between the teacher and the editor and here also was an example of waste. They should come more closely together since they are both engaged in practically the same function, that of education.

The Rev. Oscar E. Maurer of Center Church was introduced as the pastor of the old original meeting house, once presided over by John Davenport and other famous celebrities.

Mr. Maurer spoke on "Pulpit Editing and Editorial Preaching." He told of the many misunderstandings which existed among newspaper men of things relating to the church and of the humorous incidents which were the result of these misunderstandings. He spoke of the tendency recently of the editors to make their editorials sermons and of the clergy to make their sermons editorials, and of the similarity of the work of both. They are both required to produce too much, a condition which is fatal to the production of the best that is within them.

"Editor and Business Office."

J. Don C. Seitz, business manager of the New York World, spoke on "The Editor and the Business Office." He said it was the duty of the newspaper to record events just as they happened and a paper which did not do this was bound to have only a short existence. The newspaper was the greatest exponent of mankind. He claimed that the most successful newspaper was the independent democratic newspaper. It was impossible to find a successful republican newspaper in a republican state. The function of the business office is purely administered, he said, and the real vitality of a paper was in the editorial sanctum.

"The Sensative Public."

Frank B. Tracy of the Boston Transcript spoke on the "Sensitive Public and the Newspaper." He said newspapers of half a century ago were almost all editorial assertiveness and no news; now this condition has completely changed around. The chief feature of twentieth century journalism is its accuracy. Today friends of the paper are not spared nor are its foes grilled. The tone of the newspaper office has taken on a healthier air, and there are much fewer sensational articles. The newspaper profession is the most fascinating of all professions. dealing with the past. present and future.

Business Meeting.

The annual business meeting of the association was held in the afternoon All the officers were re-elected as follows: President, Everett G. Hill of the New Haven Register; secretary and treasurer, Arthur S. Barnes of the Bristol Press.

The officers of the Associated Dailies re-elected are: President. J. M. Emerson of the Ansonia Sentinel; secretary. William J. Pape of the Waterbury Republican. For vice-president, one of whom is elected from each county, the only change was the election of H. Roger Jones of New Hartford to represent Litchfield county. F. W. Lyons of the Greenwich News was elected auditor.

A committee was appointed to take action on the death of Thomas D. Wells of the Hartford Times. Mr. Wells was a former president of the association.

Instructions to Proofreaders and Copyholders.

[The following is taken from the Desk Book of the Bureau of Printing, Manila, P. I. The instructions are largely the same as in use at the Government Printing Office at Washington, but are somewhat briefer and simpler, being on this account better adapted to the ordinary newspaper office. It is in the hope that they will be found helpful to such offices that they are here given.—EDITOR.]

TO PROOF READERS.

THE major portion of the straight composition is done on composing machines, and the reader should familiarize himself with the peculiarities of this class of work. An occasional visit to the composing room while the machines are in operation, and a few judicious questions to the operators or machinist will be of more value in acquiring information than a volume of instructions. One thing of importance, however, should be mentioned: The recurrence, at regular intervals, of the same bad or wrong-font letter in a proof is evidence of a defective or misplaced matrix, and the reader should immediately notify the operator, in order that the matrix may be removed from the channel.

The time to be spent in reading a proof should be governed, in a great measure, by its importance. While in certain classes of ordinary work the reader is not expected to detect more than the plainer errors and make his proof correct to copy, in work of value he should read critically and try to discover more serious blunders than spelling, capitalization, punctuation, etc. But speed should never be greater than is consistent with practical correctness.

A single reading of figures, either in columns or lines, should be sufficient. The failure of reader and copyholder to detect wrong figures is a serious fault. When a reader does not feel positive that figures are correct to copy, or if his sight becomes confused by a multiplicity of figures or from other cause, he should request that the proof be reread by copy by some one else. Physical weakness is not a fault; carelessness and indifference are always culpable.

When an entire "take" or proof seems to have been set uniformly, a reader should never make important changes in indentation of tables or make like corrections which will cause additional work without consulting an instructor.

The reader should endeavor to verify, by the proper reference books, all proper names, whether they are of people or places, or whatever they may be; every date; every quotation from standard works; every foreign word or phrase, and the ordinary nomenclature of science. When this can not be done and he has a reasonable doubt, he should request the author to verify it. But when the reader does discover errors of this class or when he detects inconsistent and erroneous statements, obviously made by the writer through lapse of the memory or slip of the pen, it is his duty to correct. He does so at his peril, however. He must know, not suspect, that they are errors, and be prepared, if called upon, to vindicate the soundness of his correction by recognized authority. If he does not know, he should query.

When a reader is unable to decide positively as to the correctness of a date, phrase, name, quotation, etc., or if he does not feel at liberty to make the desired change because of instructions to "follow" or "follow literally," he should query. This should not always be done by a simple question mark (for that is sometimes so confusing to the author that he feels like raising a query of his own as to its meaning), but by writing the suggested amendment or explaining the reason for the query in full.

In work of particular value—historic or scientific publications, books that may be used for reference, etc.—the reader should be on the lookout for faulty construction of sentences, bad metaphors, inconsistent statements, the misuse of words, and defects of a similar character. These he should query. The proofs of this class of work always go out, and the author will probably welcome reasonable suggestions; but the reader must not worry himself or the author about the extreme niceties of grammar or suggest pedantic emendations. Discrimination should be made and the author's style not confounded with his lapses.

Readers will carefully note the instructions to compositor as to spacing, division of words, etc., and never hesitate to mark when work is imperfect.

Upon taking up a proof sheet to read, see that it is not overinked, pale, or smeared, and that there is sufficient margin for proper marking; that work-order and galley numbers are correct; that the measure is right; that the type is the kind the copy calls for, also whether leaded or solid; that center heads are centered and have proper space above and below (requiring copyholder always to call the kind of type indicated); that the indentions of paragraphs and date, address, and signature lines, etc., are proper; that the words are properly divided; and that the following galley begins with the proper number and letter.

Require the copyholder to call everything in the copy, and do not permit him to read any faster than he can clearly and understandingly pronounce the words and figures. When about to mark an error, call the word in which the error is to be marked, whereupon the copyholder will rest until the word is repeated, when he will begin anew with that word. Do not try to mark an error while the copyholder is reading, as other errors near by may be overlooked. Many outs and doublets are made at the ends or beginnings of lines; therefore, keep a sharp lookout when turning down to read the next line. Make no changes in style, etc., except after consulting proofroom instructors.

When it is not known that a word is spelled right, consult the dictionary. Do not change any doubtful words without consulting one of the instructors. The reader is in charge of the desk, and the copyholder is to aid him in all ways he can. Lolling over a desk, spreading out over a chair, or other signs of indifference on the part of the copyholder are not to be tolerated.

TO COPYHOLDERS.

Before beginning to read, see that the copy is in order by folios and that the proof clerk has made the proper marks on the copy showing the beginning and ending of the matter on the galley proof. When the reader signals to begin reading, call the work-order number and the galley number as indicated by the copy. Call eveything in the copy except that which is crossed out or marked "omit." This means the kind of type, capitalization, punctuation, figures, abbreviations, signs, symbols, and instructions of the author and the office copy editors.

When the copy is very much mutilated by erasures, interlineations, or transpositions, great care must be taken to see that nothing is omitted. Always examine the copy carefully where erasures are made, as sometimes a word or so is allowed to stand in an isolated place

Read evenly, in a low, clear tone, and pronounce each word or syllable of a word distinctly, so that the reader can plainly hear, being careful to properly sound the vowels, a, e, i, o, and u, and distinguish i and y . Observe

plurals and the sign of the possessive case, especially the latter, which must be called as it is in the copy. Names of individuals, geographical names, or any unusual name or word, must be spelled letter by letter; also spell to the reader unusual abbreviations.

Pay close attention to the reader's signal to stop reading in order that he may mark an error. When again starting to read, begin with the word the reader calls. When through reading, arrange the copy in order by folios and, if necessary, fold neatly, so that it may be placed within the folded proof sheet.

Copyholders are to learn thoroughly the marks of punctuation and proof reader's marks. The following instructions will aid in both accuracy and speed, and the short forms indicated by italics are recommended to be used when reading: For comma (,) read com; semicolon (;) read sem; period (.) read point; parentheses (()) read parens; brackets ([[) read bracks; apostrophe (') read pos; hyphen (-) read hyph; quotation marks (" ") read quote. An expression in parentheses, brackets, or quotation marks will be read, when in parentheses, paren (at the beginning), close paren (at the end), and in like manner for brackets and quotation marks, for the latter calling double or single as indicated, noting the positions of the double or single marks. Capitals, small capitals, and italics will be called, respectively, caps, small caps, ital. It will not be necessary to call cap for the first word of a sentence, for the ordinary names or initials of an individual, or for a geographical name when it is a single word. If there are two capital letters in a single name (as De Graff, Cape Town, etc.) that might properly be written as one word, they are to be called. Figures when part of an abbreviation are to be read as follows: For 1st read one s t; 2d, two d; 20th, twenty t h. Roman numerals will be read: For ii, two i lower case; IV, i v small cap; XC, x c cap, etc, etc. Quantities, etc., of 1,000 or over should be read in the following manner: For 1,000 read one thou; 1,100 read one thou one hun; 1,001 read one thou and one, or one naught naught one; 1,011 read one naught eleven; 20,421 read twenty com four twenty-one. If this last expression were read twenty four two, one, which it could be correctly by pausing slightly after calling twenty, the reader might think it was intended to be 2,421, or it could be interpreted 24,201, and if the compositor had carelessly set it in either of these ways the reader might pass it so, thus making a very bad error. So the copyholder should be careful in calling figures and thus avoid any misunderstanding by the reader. Any number that has a naught or naughts preceding a comma or a period should be called by the denominator, as, for 1.01 read ten point one; 100,123 read one hun thou one twenty-three; 10,010,000 read ten mill naught ten thou. In decimals, call each figure, as, 0.10,-734 should be read naught point, one, naught, seven three four, and always call the decimal point. Serial numbers should be read the same as are decimals, except year dates, as 1897 may be read eighteen ninety-seven; 1907, nineteen naught seven; etc. It is not practicable to give all the possible combinations for the reading of figures, but experience and study will suggest many.

ALL A PERSON COULD EXPECT FOR $2.00—AND THEN MORE.

CRARY, N. DAK., January 16, 1911.

National Printer-Journalist, Chicago, Ill.

DEAR SIRS:—For the enclosed $2.00 please credit my receipt to your valued "NATIONAL PRINTER-JOURNALIST.

You may send me a Stylo Ink Pencil if you wish. I haven't the nerve to ask for it, as the N. P.-J. is all a person will expect for $2.00 and then some.

Respectfully yours, ALBERT PRASTMARK.

Something Schools of Journalism Can Accomplish

SPEAKING of some things schools of journalism may accomplish, Dean Walter Williams of the School of Journalism of the University of Missouri in an address, February 2, to the Indiana Democratic Press Association at Indianapolis, said that while the schools should teach news collecting, news writing, news presentation, news interpretation, news transportation and the purpose and effect of news publication, the schools might accomplish other and larger things. They may teach exactness, the value of news, honesty as applied to advertising and the personal responsibility of the journalist. They may promote a professional spirit among journalists and teach that journalism is a profession of public service.

"He serves his newspaper best," said Dean Williams, "who serves his community best." There is no surer test of the earning capacity of a newspaper than the measure of its public service. The schools will teach that there is more in journalism than bread and butter—necessary as that is—or than dividends upon shares of stock. Journalism has a nobler mission. It is pre-eminently the profession of public service. The newspaper is the greatest public utility institution. While all other public utility institutions have been regulated by law, the newspaper is, in a special sense, its own regulator. It voices, even when it does not create, the public opinion to which itself must answer. Peculiar responsibility, therefore, rests upon journalism to recognize its mission as a public servant—and meet the responsibility as it should be met. The newspaper which secretly serves special interest, while ostensibly seeking to serve the public, betrays the profession and brings shame and discredit upon newspapers everywhere. A newspaper may legitimately and properly serve any honest interest, but it cannot, in fairness to the public, commit deception while doing so. It may not—and remain honorable—pretend to public service while mortgaged to selfish personal ends. The chief end of all good journalism is helpful public service. The schools of journalism will place the accent of all journalism here. The good journalist is the attorney-at-large for the people, the unsworn conservator of the public peace. He must remain the attorney for the people, the conservator of the peace, whatever individuals here and there speak against him or however selfishness or ingratitude dim his enthusiasm or weaken his faith. Every good journalist seeks first the favor of the right-thinking public through public service and then justly expects that all other needful things will be added unto him. With this faith and practice one enters into the kingdom of good journalism and without are the sorcerers, the deceivers, the unclean and everyone that loveth and maketh a lie.

"It was no idle compliment that Washington Gladden paid to the memory of a great American journalist, when he called him the Hosea of his day. The American journalist is the prophet of the people. That he shall present persuasively and with power his message, adequate training is necessary and more is adequate training necessary that the message thus presented shall be a message unto attractive righteousness and the abundant life.

"For this purpose may there be schools of the prophets. For this cause may students tarry at college until their journalistic beards are grown."

The City Advertising Company of Chicago has been incorporated with a capital of $2,500 to do an advertising and merchandising business by F. MacDonald Lowe, William W. Johnson, and F. A. Hefferman.

A Successful Newspaper Man

ERE is a newspaper man who measures success not by popular standards, not by dollars and cents, or by a circulation of hundreds of thousands of readers voracious for news of the world's evil, but by the good he can do. Of such is the kingdom of good journalism.

This man is Omar Dinwiddie Gray, editor of the Sturgeon, Missouri, Leader, a successful man, successful not only in this world's goods, but a successful journalist in this highest ideal.

This is his slogan from which he has never departed in the twenty-three years of his newspaper career: "If you can't say something good about people, don't say anything." He doesn't mean this is to apply to wrong-doing that needs exposing or redressing. Not at all. But to the small slips of people who might start over again if the fingers of their neighbors and their neighbors' neighbors were not pointed at them in scorn. That is why Omar Gray will print neither police news nor petty scandal in his newspaper.

"It might not only ruin the boy's life if I were to print that he had been arrested for this or that, but think of his mother! She is sitting at home waiting for the paper to come that will tell all her world of her son's disgrace. Why it breaks mothers' hearts! I tell you if my subscribers don't like it they can quit!" with a flash of his steel gray eyes and a thump of his fist on a case that made the type jump out of their boxes. "Mothers have enough trouble anyway. I'll stay with the mothers."

The Sturgeon Missouri Leader is a country weekly in a small town in Central Missouri, but it is not buried in obscurity because of this. Obscurity is an unknown word to Mr. Gray, for two reasons—he has too much personality to be obscure, and too much energy. He gets out an eight-page weekly that is distinctly readable, with a circulation in four counties. He runs a telephone business with 6,000 subscribers, and he is a most hustling, breezy, well-liked insurance man.

But what is more to the point, he is successful in all of these occupations. You may shake your head and say it can't be done—can't serve two masters at once, and so on, and so on. But get acquainted with Omar Gray. He has "got to be doing something every minute" he says, and he does. He has to keep busy. He started it forty-one years ago and every minute has received its full quota ever since, with some to spare.

Omar Gray was born in Sturgeon in 1870. When he was 13 years old he was apprenticed to his uncle, Judge W. O. Gray, owner of the Louisville Press. Here he earned, avariciously, a salary of three dollars a week for sweeping out the office, doing a little job work and the like. When he wasn't busy at these he had one steady job to fall back on which lasted him three years. It was making a million impressions on both sides on some job-work for a fruit firm. That is the only thing undertaken which he has never finished.

Another of his tasks was that of soliciting advertisements, "and getting kicked out," he adds, with a laugh. "Three dollars a week for getting kicked out! But I was raised to $3.50 when I finally landed a good advertisement from a merchant who was tired of kicking!"

The next step in Omar Gray's career was two years at the University of Missouri. "Two years of college life," he chuckles," "the last half of 1877 and the first half of 1878!" He was just contemplating running away from home to work on a paper in San Antonio when Thomas S. Carter, then owner of the Sturgeon Leader, asked him to get out one week's issue of the paper, because of his own illness. Gray did so and became a confirmed newspaper man for ever after. He had just $2.40 in his pocket so he immediately bought the Leader for $1,000. That sum which he still owed after paying his $2.40 he borrowed from a local bank at 8 per cent interest, though the regular interest at that time was 10 per cent.

"The happiest moment of my life," he says, "was when at the end of the first week I paid $5 on that thousand dollar debt."

Mr. Gray keenly enjoys telling of his financial difficulties when he was a boy of nineteen trying to run a newspaper. Simply being an editor was not remunerative enough at first—he had only 250 subscribers—so he became manager of the opera house and made $38 in real money on his first show, "Uncle Tom's Cabin."

His father offered to pay one-half of his debts at the end of the year, but he refused. "People don't appreciate what they don't have to work for," he said and he paid it himself. He ran his old Washington hand-press himself, collected his news, wrote his editorials and solicited subscribers all alone. He was the Leader and Leader was he—and still is, though he has plenty of help and machinery now.

How did he get into the telephone business? Just this, he needed one so he built it. He has a way of doing that. He objected to the quality of meat his butcher was furnishing him a few years ago, so he bought a meat market of his own. He stayed a butcher one week, but he made good. He disapproved of the methods of an insurance agent, last year; therefore he is now in the insurance business himself with $150,000 fire and cyclone insurance in one neighborhood alone to his credit—but, as Kipling says, that's another story.

Eleven years ago there were no telephones in Sturgeon or in the three counties adjoining. Mr. Gray needed one so he built it, a single line from Sturgeon to the town of Clark a dozen or so miles distant. The wire was carried on white oak telephone poles, three inches in diameter. They cost eight and a third cents apiece, the whole line costing $112. Soon after, a man living near Clark, whose invalid wife craved excitement, begged that he might be connected with this line for her use, and Omar Gray, in the kindness of his heart, let him in.

"Before we knew it there were twenty-six on that line. No one could ring anyone else and every conversation had twenty-six listeners." Mr. Gray tells this story with considerable enjoyment. "Finally we built another line with a little switch which my foreman and I took care of. Then as we flourished, we employed a telephone girl at $1.50 a week. Now we have 600 phones in four counties and the New Century Telephone Company has an income of $10,000 a year."

This is only one of Omar Gray's successes. The insurance business is another and the three are interwoven into one system that is a study in business methods and advertising. Each one advertises the other in a continuous performance. Thirty days before a telephone subscription expires a notice to that effect is sent to the subscriber. In the same envelope is enclosed a slip advertising the Leader and another eloquently urging the necessity for insurance. This same thing is done to the newspaper subscriber and the farmer whose policy needs renewing.

But that is not all of this intricate interweaving of three such distinct businesses. Mr. Gray makes house to house canvasses in four counties in his automobile soliciting insurance. He gets acquainted with the farmers and their families. He is interested in the number of children, chickens and pigs they have and even makes friends

with the dog. At the same time, he gathers news for the Leader, talks telephone and insures everything in sight. Nor is this all. Does Mr. Farmer want to sell his farm? Very good, Omar Gray is a real-estate man and he lists sales. This is a fourth activity which was overlooked in telling of the other three.

Then he prints their names in the Leader and of course they subscribe for it, because everyone likes to see his name in print. No one knows this better than Mr. Gray, for he is a keen student of human nature, besides being an advertiser. Some people think that the two are synonomous. If he discovers your pet weakness he advertises his business trinity to you through it. He prints the telephone directory in the Leader once a month which means subscribers.

"Six hundred people tickled to death twelve times a year" he smiles knowingly. He publishes the fact if you are sick or have sold hogs or go visiting or are showing alarming symptoms in the shape of a new top-buggy that finds its way weekly to the front gate of some rural belle—more subscribers. His paper is full of names and his subscription book is full of subscribers. He explains it this way: "We are all human and like to see our names in print, just look at yours if you don't believe it."

But with all his activities, Mr. Gray is first of all a newspaper man. He says he will get off the earth before he sells his paper.

So will the Leader, for its charm is its personality. Its editorials are written in his terse, original manner, and its makeup is distinctive. Nor has it missed a single issue during the two decades it has been Omar D. Gray's Sturgeon Missouri Leader, except twice a year—the first week in July and the last week in December, when every employe is given explicit directions to rest or be "fired."

Everything in the newspaper line appeals to this man of inexhaustible energy. He is an enthusiastic member of half a dozen press associations. In 1908 he was president of the Missouri Press Association as well as the Northeast Missouri Press Association. He is now president of the Boone County Editorial Association, and executive committeeman in the National Editorial Association.

In 1900 the Leader plant was burned, but it was not an unmixed sorrow, he declares, for he had the joy of seeing an old gasoline engine over whose eccentricities his "disposition had been ruined" go up in flames The Leader was printed in St. Louis that week and the next week a special car brought new machinery which was installed shortly after in a new and modern building.

On June 25, 1899, a day Mr. Gray points out as the red-letter day of his career, he was married to Miss Mayme Smith, of Huntsville, Mo. Mrs. Gray is a hospitable woman of great charm and has been helpmeet to her energetic husband during these twelve years of his strenuous life.

Omar Gray in action makes you think somewhat of a good-natured, kindly bee, eternally gathering honey yet scattering the wherewithal for endless flowers at the same time. He likes business and knows how to make it lucrative, but he isn't going to hurt anyone doing it. He'll help them along if he can, instead. He is a short, comfortable-looking man with iron-grey hair and grey eyes that make you his friend at first sight. Every man falls into three classes with him, a study in human nature, as possible purchaser of something or other, but most of all a friend until you discredit that. He is an optimist but not an unthinking one; he believes the press today is better than it ever was because men are better; and that his policy of using its tremendous influence for the betterment of his community is coming to be practiced more and more.

The Germans have a proverb, "Wer mit Grossem aufhoren will, muss mit Kleinem anfangen" (he who would end with large things must start with small). Omar Gray started "mit Kleinem." He is what we Americans are fond of pointing to with pride—a self-made man. Had he made good in but one of the many branches of business in which he has been engaged he would still be a successful man. But a successful journalist, a successful insurance man, a successful business man!—but with a characteristic sigh he says, "All we can do is kinda visit on this earth, and pass away. A person can't do much, life's too short."—F. L., in University Missourian.

REQUIREMENTS FOR ENTERING SCHOOL OF JOURNALISM, MISSOURI.

The School of Journalism of the University of Missouri has adopted new requirements of admission for regular students. These requirements are higher than the requirements for admission to any other course in journalism in the United States. Two years of college work, or its equivalent, is, under the new regulation, required for admission to the journalism school, the same requirement as for admission to the other professional schools of Law and Medicine. The college course required for entrance includes English, physical and biological science, ancient language, modern language, history, logic and psychology, economics, sociology, and political science. These requirements for admission become effective September 1, 1911. The increase in the requirements for admission has been brought about because of the large enrollment in the school and the desire of the faculty to place its standards as high as those of any other professional school. The School of Journalism of the University of Missouri gives the professional degree of Bachelor of Science in Journalism at the completion of its work. At present the completion of a four years' course is necessary to obtain this degree. When the new requirements become effective, the course will be lengthened so that, in addition to the two years of college work for entrance, it will be necessary for the students to complete 72 hours of work in journalism to be graduated.

NEWS FROM THE DEN OF CUBS.

"The Holeproof Campaign" was the subject of the talk given before the Students' Advertising Club of the University of Wisconsin on February 1 by Edward Freschl, Milwaukee, advertising manager of the Holeproof Hosiery Company of Milwaukee.

* * *

The advertising club of the University of Wisconsin, consisting of 75 students interested in the study of advertising, has affiliated with the Associated Advertising Clubs of America and with the Milwaukee Advertising Club.

* * *

"The Country Press as a Factor in Rural Life" was the topic of discussion at one of the sessions of the First Wisconsin Country Life Conference held at the College of Agriculture of the University of Wisconsin, February 14-15. B. B. Herbert, editor of the National Printer-Journalist, spoke on the influence of the country weekly in advancing interests of rural communities, and W. H. Bridgman, president of the Wisconsin Press Association and editor of the Stanley Republican, and W. H. Hotchkiss, of the Dun County News, Menemonie, discussed the press and rural progress.

The Weekly Newspaper as a Factor in Rural Improvement

ADDRESS BY B. B. HERBERT, EDITOR NATIONAL PRINTER-JOURNALIST, CHICAGO, BEFORE COUNTRY LIFE CONGRESS, UNIVERSITY OF WISCONSIN, MADISON, FEBRUARY 15, 1911.

To speak of services to be rendered to agriculture by a co-ordinate educational force, the weekly newspaper, at this University—that has done and is doing so much for rural improvement—is a pleasure, an inspiration and an appreciated honor. I need not enumerate the accomplishments of Wisconsin University for the benefit of farming and rural life, in your presence. Here we are surrounded by the practical demonstrations of the work accomplished and in course of accomplishment. The completeness of the appliances for investigation and experimentation, and the evidences of co-operation and of the methods of keeping in close touch with the people and of making known to all every step of progress, speak volumes for the efficiency of the workers and teachers here and of the State's intelligent liberality, and are wonderfully gratifying to everyone who appreciates the overtopping importance of agriculture to the welfare of the Commonwealth.

These great buildings, where you gather from all parts of the State, to exchange views, to give and receive instruction, and all their arrangements and accessories, the splendid experimental farm and station, Government Forestry School, the creamery, the dairy and all else, tell of broad understanding and full appreciation not only by the people of Wisconsin but by the Nation.

I have spoken of the newspaper as a co-ordinate educational force to the University. It has become all of this in your State, but the field of its service has not been one half appreciated or occupied in many sections of the Union. The newspaper is not as old as are schools. The newspaper press, as it exists today, even followed the invention of printing by two hundred years, but it early found a usefulness for encouraging better conditions. The early newspapers in this country devoted much attention to farm improvement but the Civil War for Liberty and Union, the clash of arms, followed by years of partisan and personal political strife for position and power—the unsubstantial glory of office holding; by a period when increasing riches aroused a spirit of greed, and both power and pelf were sought by combinations, corruption, chicanery, direct fraud and injustice, turned the press aside from the first commendable efforts for industrial improvement, and involved the newspapers in the barren unproductive strife. But a better condition has been inaugurated and Wisconsin has held a most worthy place in bringing about sane conditions and causing the people and the press to recognize the fact that in a free country, Government is merely an agency for the service of the people, for the advancing and upholding their social, political, educational and industrial interests. It was long ago declared by Carlyle that power and wealth, builded on trickery, corruption and injustice, "though it rise heaven high and cover the world, bankruptcy will some day sweep it down." All that is worth while must rest on the intelligence, contentment, prosperity and well being of the people and in the end on the condition of rural life.

The press had the advantage from the first of a closer daily touch, with a more direct service to the people than had the colleges, until the splendid advances made by the University of Wisconsin, followed closely by the Universities of Kansas, Missouri, Minnesota, Washington and other States. A University used to be something separate and apart from the people and their avocations and daily interests, and scholars were men proud of a scholasticism that neglected original investigation and practical experimentation and shunned applied knowledge, but had much to do with speculative philosophy and with a learning in which few could share; but now scholarship deals with things practical, with experimentation and patient research for all those things that may prove useful for man's advancement and that bring into service all the forces of nature, to subdue, have dominion over and replenish the earth, for the betterment and uplifting of men. In this field the modern newspaper meets the modern University. The newspaper has profitable work to perform for rural improvement, that cannot be accomplished so well, if at all, by the schools without its aid.

The newspaper goes to the homes, speaks its lessons to every member of the families on the farm, every day or every week. It is a friendly home visitor bearing messages of all means of improvement as well as of the doings and attainments of friends and neighbors and deals with all the daily affairs of life. If it be a worthy newspaper, its mission and ever present and accomplished service, is to inform, instruct, please, encourage and inspire. In brief, its mission is to give the news, but what is the news? In its truest, broadest, most modern newspaper sense, it consists of the new events, the new happenings, improvements, advances, discoveries, inventions, truths or knowledge, that will especially command the attention, interest and sympathies of the readers, and will, at the same time, most affect them in their daily lives or avocations, and best serve them in their personal, social, political, industrial, educational and religious aspirations, relations and pursuits. To a newspaper the prosperity, contentment and well being of its constituent patrons is next to that of their interest in its news. To the weekly or home paper, the home news comes first, but local news is not confined to local happenings alone but includes all that affects and the bringing to the notice of workers here, the local conditions, local industries and institutions, the homes, lives, the permanent prosperity, the comfort and happiness of the people.

All that is developed here at this University for the benefit of farmers and the upbuilding of agriculture, the making farm life more pleasant and profitable, is the very best kind of home news to the local papers of this State. So that as a first service for rural improvement, the newspapers should watch the agricultural college, use every possible means for the betterment and the bringing to the notice of workers there, the local conditions as to soil, or products, as to agencies, insects or diseases that threaten plant or animal life, in the districts covered by the papers, in order that investigation may be had, improved methods be suggested, remedies discovered and applied, and then to carry, every day and every week, to farm homes all that has been developed here that can be made of local interest or value. Localized information, new knowledge from tests, experiments or discoveries, that can be made valuable to your readers, is the very best kind of local news.

The sincere, earnest scholar in politics is becoming important, but vastly more important is the scholar in agriculture, and he is becoming vastly more important to the newspaper What more important news could have been found than that of the discovery, by one of the faithful workers of this school, a few years ago, of the method of mechanically separating cream from milk, or than the more recent discovery at Kansas University of obtaining a most valuable merchantable product, pure casein, of great use in the industries, from waste buttermilk, that in many places had come to be almost a worthless product. The discoveries in plant breeding and plant pathology; in making plants, even on barren lands, to bud and blossom and bring forth fruit by acclimatizing; in animal nutrition, and in all the ways of making the farms, the homes of the most intelligent, highly educated, prosperous, happy people who represent the highest ideals of American citizenship, all afford a vast and increasing amount of home news, as useful as it is entertaining

A writer in *Collier's Weekly*, on the fourth of the present month, writes:

"Five years ago popular advice to those who were studying agriculture in colleges could have been summed up in the words, 'Back to the Farm.' The fear was that scientific training would create a taste for teaching and for investigation at the expense of a taste for practical farming. But now all that is changed and farming has become so profitable that the fear is not that men will abandon farms for professorships, but that they will desert professorships for farms. The cry today is, 'Back to the colleges and experiment stations and out on the road in the interest of agricultural extension.' There were thirty-eight graduates in animal husbandry at the Iowa State College this year, and thirty-three of them chose to go back to the farm. Sixteen were offered positions in high schools at salaries of from $1,000 to $1,200, and all refused. Twelve were offered positions in colleges at salaries of from $1,000 to $2,000, and only four accepted."

What live American editor would not sense in this a wonderful new field for news and service?

What a glorious advance has been made. I remember, in 1877, of severely criticising, in my paper at Red Wing, the management of the University of Minnesota for so conducting the Agricultural Department, under the influence of commercial, political, financial and professional life, pride and activities in Minneapolis and St. Paul, as to have but one regular student enrolled therein, and strongly to have advocated the removal of the agricultural college to some rural district. But a splendid farm for the school has been developed, the college numbers hundreds of students who are as proud of their calling, and with more reason, than are the students of law or medicine.

In 1868, addressing the farmers at the Annual Fair in Goodhue County, I advocated that every exhibit entered for a prize be accompanied by a written statement of the methods of production and that these statements be discussed, that the farmers come and camp on the grounds for a week, and that at least two hours each day be devoted to lectures, addresses and discussions as to the how and why of farming. This was before the day of Farmers' Institutes. Now that these have come, with Farmers' Clubs and Conventions, the weekly newspaper man has not the need to originate so much as to give the news of these However, as example is more effective than theory, or deductions, and as I have reached a period of life when relation of experiences brings pleasure and I hope is not without profit, I wish to refer to some of my early work, along the lines under treatment, to convince you that I am not merely theorizing.

In 1877, I was conducting a newspaper in Red Wing, Minnesota, of which city in 1874 I had boasted that it was the largest primary wheat market in the world; but the farms, from constant wheat cropping for nearly twenty years, had commenced to show deterioration, that, combined with cinch bugs and blight, foreboded the impoverishment of the farmers. In my efforts to aid rural conditions, I organized a Goodhue County Farmers' Club and acted as secretary and exploiter, for eight years. Meetings were held each month from October to April inclusive, and I studied every question presented and made the fullest possible reports of all papers and discussions. In 1885 the Club secured the convention of the Minnesota Butter, Cheese and Dairy Stock Association in Red Wing, and in welcoming that organization in behalf of the Club, the City and County, I said:—

"As the country has grown older, our farmers have realized that something more than mere tickling of the soil, sowing and reaping the same cereal every year, is necessary to permanent success. Through the Farmers' Club improved methods have been discussed—methods whereby this wonderful productiveness of the soil could be regained and permanently retained, so that we might not go on like prodigal sons, wasting the rich heritage which a kind Father had bestowed upon us. Our people have made many advances, and sought out better methods to husband for the future the original capital of plant producing proporties in the soil, and to go beyond this, that they might leave to their successors a rich heritage of enriched farms, stocked with the best breeds of horses and cattle, furnished with good barns, and pleasant substantial homes, instead of being counted mere despoilers, who have robbed the estates of their richness and value, and left them as barren wastes to empoverished descendents. Our farmers have been, to a measure, successful and have found both pleasure and profit with increasing herds and have realized an ennobling, kindly influence coming through their breeding and care. In this higher, grander, more honorable and more intellectual field of agriculture, our farmers have felt that they needed help and more light, hence the members of the Goodhue County Farmers' Club, united heartily in a unanimous vote, to invite your organization to this county, and to this city, that we might consult together, become wiser and more worthy of our rich heritage, while you might gain a little from our experience and lose nothing by our presence."

The convention proved a great success and I printed every paper read, every address delivered and every word of discussion had, in my paper and it made the very best of home news for my readers. If you wish to know the results, study the present productions of Goodhue County, and the present condition of prosperity among the farmers, the increase in stock, dairy and farm products, the splendid farms and farm buildings, and the large bank accounts that the farmers now have instead of borrowing money, as well as the growth and prosperity of Red Wing, the county seat, and of all the other villages. The paper shared in their prosperity and has one of the finest newspaper buildings and plants in the State outside of St. Paul and Minneapolis. Service is the very spirit of the age, and it is the very foundation of newspaper publishing and when loyally and intelligently rendered brings its reward.

In first referring to the work of your agricultural college, I departed a little from the orderly natural line of my thought as to newspaper service. I wanted to say a word as to the preparation for that service which, to be successfully and usefully rendered, must be preceded by an understanding of the field or the farm to be cultivated. When I first started in the newspaper business, for three days or more each week, during nearly the whole of the first year, I traveled by sleigh in winter and carriage in summer, and visited every country home to secure subscribers, but I also took notes of improvements and of improved stock and published in my paper all the information I could secure. I had been raised as a farmer boy but I lacked such knowledge as is given in the agricultural school and in the School of Journalism at this University. Were I to begin again the publishing of a home, country paper, I would make an exact chart of the country to be covered by my paper, I would mark thereon the position of every farmhouse, every school, church and highway, I would know something of the character and adaptability of every farm and what every farmer was doing or trying to do in the way of cultivation, conservation and improvement. I would have my charts mounted and indexed and, as far as practicable, displayed on the walls of my office. Possibly I can best give my object in this as it pertains to the farms by quoting from an article in the National Printer-Journalist for October, 1910, on the topic, "The Editor's Opportunity:"—

"It is the newspaper man's opportunity to inform, to encourage, to inspire and point the way. Are the waste places to be made fruitful, barren lands to be reclaimed or reforested, exhausted fields to be renewed, it is within a newspaper man's province to bring to the knowledge of his people, as the most important, interesting and profitable news that can be gathered and printed, all the opportunities, the possibilities and methods of 'making the wilderness to bring forth and bud that it may give seed to the sower and bread to the eater;' of covering the home hillsides with useful shrubbery or trees; of bringing back fertility to the soil and of editorially enforcing the news or knowledge, so as to cause action and bring results.

"Without considering the wants that everywhere exist, it is a newspaper man's opportunity, all the time, to bring to his readers the news of improved stock, whether of sheep, swine, neat cattle or horses, and how to secure and to develop the same as well as of poultry, grasses, grain and fruits; of the needs, methods and benefits of better cultivation, of better buildings and their architecture or construction; of better sanitation; of the economic and social, if not even educational, value of suitable highways and how to make and secure them, of all the improvements in manufactures, their economy and uses, and how to make or procure them; the value of practical and improved educational facilities and of domestic arts, industrial conservation and healthful human development, physically, mentally and morally, as desirable, useful citizens of the Republic. In a word, everything that touches or concerns human well being in all things—security, upbuilding or happiness—afford news or materials and opportunity for the newspaper publisher in a work of service that is unlimited and tends toward a permanent usefulness and success that can only be measured by its broadening extent, worth and worthiness."

To accomplish this work, the necessity of a thorough knowledge of conditions by actual survey and examination is at once apparent.

Conservation, or the methods and means thereto, is a service that the newspapers of today should render to agriculture and to this end exact conditions must be known. The loss from erosions of the soil in this country run into hundreds of millions of dollars each year and the newspapers should help the farmers in their different localities to adopt measures by which this terrible waste may be prevented; that the moisture provided by nature be retained in the soil, instead of being permitted to flow off the land in increasing floods, bearing away the best of the soil, working destruction of the fields, crops and roads, fill-

ing and defiling the streams, rendering them unwholesome to man and beast, unhabitable by the finny tribes that are valuable for healthful food and as affording wholesome sport; clogging navigation and upsetting nature's balance, so that droughts and floods alternate.

Arthur Capper, of Topeka, Kansas, one of the most successful newspaper publishers in the West, whose establishment is worth a quarter of a million of dollars, has reached his success largely through service to the people of the State. He has studied and exploited every section, has thoroughly investigated and has come to understand and has told through his publications of all resources, possibilities and methods of development. He has advertised opportunities, and brought men to embrace, use and develop these opportunities, and the people, benefited in every region, have become his patrons, admirers and friends.

Good roads are of the greatest money, economic, social and even educational value in every community. They advance the value of lands from twenty to fifty per cent an acre, save time and labor of teams and men, economize in harness and wagons and add years to the efficiency and lives of horses; promote and add pleasure to travel, bring the farms and the cities, the people and the markets, nearer together, and help the farmers to better take advantage of varying prices. The promotion of good roads is the natural work of the newspaper. The home paper can easily secure the facts as to the means and methods of construction, and explain and adapt these to the regions served by its publication.

H. B. Varner of Lexington, N. C., publishing a local paper, known as the *Dispatch,* became interested in this subject and not only found it profitable to devote large space in his paper to good roads but got up a voting contest, to take one hundred and twenty farmers from different townships on excursions to regions of the State noted for good roads and successful farming. The merchants and manufacturers joined in the work by offering valuable prizes of merchandise, harness, wagons, carriages, etc. The farmer contestants polled an enormous vote. The circulation of the paper was profitably and largely increased and the editor took the one hundred and twenty farmers on a most delightful railway excursion to the good roads sections and to farms under the highest cultivation, and they returned fully convinced of the direct value of improved highways and many valuable lessons were learned as to how to build good roads and to make farming, dairying and stock raising immensely profitable. The counties represented reaped a rich benefit as did all the farmers. So successful was Mr. Varner, and so encouraged by the results of his work, that he immediately established, in connection with his regular weekly, a monthly magazine called *Southern Good Roads.* I met him in New York last December, and he said that within only a year his magazine had reached a circulation of between seven and eight thousand. Of course, this magazine covers a field outside of that reached by his local newspaper. This instance shows how such service brings value to the farmers and is quickly recognized and rewarded.

Here I want to say that in order to carry on this work of service to the farmers, I am glad that in this University, agricultural journalism has been given so great and honorable a position. Every newspaper should have on its staff or in its employ one or more persons especially fitted to handle subjects related to farms. I am glad too that your school is not alone in this work. In this newspaper age, no sooner is a good work begun or new advance made than it is known throughout the nation, and all industries and institutions line up like soldiers in the ranks of the great army of progress. On September 22nd, I received a letter from Charles Dillon of the Kansas State Agricultural College, in which he wrote that "the Kansas State Agricultural College has established a Department of Industrial Journalism," and added, "This Department is not to be conducted with the object of turning out editors or city newspaper reporters but to produce intelligent farm contributors." He had evidently heard of my recent visit to your school and of your work here, and requested that I come to the Kansas University and "speak to the students and tell them of the important field that is eager to receive them." There is a wide, growing and important field for well equipped agricultural correspondents and there is not a newspaper that should be without them, not an up-to-date newspaper publisher who will not wisely and gladly welcome and suitably reward them.

This is not only an age in which the highest ideals of useful services prevail, but it is an age of co-operation and every member of every calling is coming, through such association and co-operation, to be benefited by the advance of all others. The time has passed when anyone believes that there is any benefit in selfish isolation, in keeping trade secrets. The members of all callings are associated today in associations for mutual helpfulness, instruction and uplift. Printers and newspaper men used to keep apart and fight each other for business, through senseless competition and the cutting of prices. Now these, like all other trades, have come together, to discuss costs, fair prices, management and all else that may benefit each and all. A little over a year ago a Cost Congress was held in Chicago, and then again another Cost Congress last fall in St. Louis, to which came leading printers—the owners of great publishing and printing establishments from Boston to San Francisco, and from Seattle and Winnipeg to New Orleans—at an expenditure in the aggregate of many thousands of dollars, merely to discuss the cost of production. Many of these printers have been in business from ten to thirty years, and still they found that they knew very imperfectly and very little of the actual cost of their products, and later on, they learned that a correct system of cost keeping revealed the leaks in the business, showed where were the losses and unwise investments, and all this led to the improving of processes and bringing about of better systems, better and more thorough management and greater efficiency in every department. I refer to this as another, and somewaht new field of useful effort for the weekly or daily home paper as a factor in rural improvement. Having learned the methods and beneficial results of full and correct account keeping and cost finding in his own business, the way is open to the newspaper man to enforce the importance of the same upon his farmer readers. No other one thing will tend more to improve farming than that of ascertaining the costs of production, that involves the keeping an account with every field, with every machine, and every animal on the farm. Every acre of land should be tested, subjected to a careful, scientific investigation and analysis of the soil, showing its productive qualities, its constituent parts, its deficiencies and its adaptation to different crops. In bringing about this the home paper can assist, but after this has been accomplished, and the value of the land, the amount of the real investment and all the overhead expenses have been ascertained, the only way to be sure of the best possible results is by careful accounts of all expenditures and of the resulting products. The farmer, just as certainly as the agricultural college, should keep a record of all feed used and of the products resulting therefrom. The more that the weekly newspaper can give of accurate information from practical farmers as to showings made through careful account-keeping and actual cost ascertainment, and of the value of the products resulting, by that much more will the paper be valuable to farm subscribers and helpful in aiding towards the increase in the wealth of the community by profitable production. The printers and publishers found the Cost Congresses so increasingly and progressively profitable that, besides and in aid of local organizations maintained in every city and generally known as Ben Franklin Clubs, arrangements were perfected for a national organization. There is always something new that is worthy of investigation, consideration and determination in every growing calling, and the best method for accomplishing desired ends is through associations and mutual exchange of knowledge and experience, and then the publication of the discussions and experiences of the home farmers, fully understanding and meeting local conditions, in the home weekly or daily paper for consultation and broader understanding, experience and inspiration. No other calling is so capable of advancement as that of agriculture. I have long been convinced of the need of a closer organization among farmers. My first paper was *The Grange Advance,* and I was an enthusiastic member of the Patrons of Husbandry and used the paper for the promotion of the work of the order along the lines of better farming and rural improvement. I still believe that the organization had a grand opportunity for the improvement of rural life, had there been a

closer adherence to the teachings of its splendid ritual and the carrying out these teachings in the work and life of the farm. The trobule, in the West at least, was that the Order was commercialized, led into attempts at conducting co-operative stores and elevators, and switched off into party politics by designing demagogues to inculcate class prejudice and subserve their political ambitions. I have recently drawn up the cardinal principles and general rules of an open Order which I hope will meet with approval, and that the advanced farmers, citizens and press of Wisconsin will assist in its organization. The objects are to promote savings and secure proper, direct returns there on to the investors; to advance agriculture and the industries, promote civic righteousness, good government, and a higher and better citizenship. I have long felt also that the scattered residences of farmers militated against the highest educational and social advancement, mutual co-operation and improvement. I have for this reason provided that each Camp, composed of ten Round Tables of twenty-eight members each, may own four hundred acres of land. My idea is that a central and desirable location be chosen and purchased and that in the center thereof there shall be reserved public grounds for park, school building, hall and lecture rooms, an agricultural laboratory or experimental station, shops, etc., and that around these shall be grouped on quarter, half, or one acre tracts the homes of the members. There shall also be provided a convenient central location for water works, lighting plant, gymnasium, etc. This is, in brief, the outline, and all the possible advantages to be secured are apparent. The farmers in this way would have all the advantages of the town without its burdens or disadvantages. This central station need not be developed at once, but the site could be located and purchased and the improvements be made as the means were accumulated and needs became apparent, and could be paid for out of the annual savings. This central farm community is not essential to the carrying out of the objects of the organization, which is named the "Citizen Conservators of America," but would be helpful in the securing the ends already indicated and in enabling the employment of agricultural experts and carrying forward joint experiments by which all would be equally benefited. The land, except the central tract, or public ground, could and probably would be divided and held in severalty.

The home weekly should be like the wise, kind home family physician, understanding all needs and be ever usefully helpful in guarding and promoting normal and healthful conditions and in recommending needful remedies. The newspaper, as a service due its community, should wisely gather and select from all the knowledge, wisdom and experience of the whole world that passes through the sanctum and print those things most useful to its readers. It should be in close touch with the Agricultural Department in Washington and know of all available experiments and publications that would be of value to the readers of the paper and should be an advocate of agricultural and indstrial education in the common schools, and, as has been indicated, a promoter of all agricultural fairs and farmers' organizations. I recently drew a picture of the results both to the paper and to the community of such a course of newspaper making as I have otlined. Some of our metropolitan papers swell circulation by offering premiums for the solution of Mystery stories, but home papers have been more successful and vastly more useful in offering prizes for best cultivated farms; to boy corn growers for best results, and to farmers for best exhibits of grain—premiums for solving the mysteries of generous nature and applying the solutions to increased and better production, and the improvement of life and the uplift of mankind.

And the results of all this has been better schools, improved homes, increased production. It is hardly necessary to say that the farmers should heartily co-operate in all this work of the home newspaper. Country correspondents should be on the outlook for news of progressive farming, of improvements in cultivation, in stock, in buildings, in sanitation and highways. The youth of the farm should have a place in the home weekly or daily and contribute their part thereto. I have already noted the fact that one paper has made a great hit with a boy corn grower's club. The newspaper building should be a place of exhibit of best products and the paper can well afford to offer premiums that will awaken friendly and useful rivalry and at the same time make the paper more popular and increase its circulation and business.

Recently in urging upon newspaper-maker readers of the National Printer-Journalist a broader service along lines indicated, I pictured results, drawn from and founded on facts coming within my own observation, and I believe I cannot more successfully illustrate and enforce what I have said than in quoting part of what I wrote for the American editors as to the happy outcome of this kind of service for rural improvement. "Do these things," I wrote, "and all men will say: * * * "The paper is prized and loved by every member of the community, its character is so well established that it is trusted and its instruction and admonitions are heeded by all, and subscribers are proud of the number of years they have taken the paper and already young people say that it was the companion of their youth and boast of the years their fathers took and paid for the paper before them. Notwithstanding the value of the plant, and of its superb equipment, location and arrangement, the good-will, coming through the established worth and character of the paper, is of tenfold more value. The paper's news and editorial service and arrangements therefor, and the building and equipment speak for themselves. They are the pride of the place and prized above anything else as advertising the country's prosperity and progressiveness and the high character of the people who support it and of all their industries, mercantile establishments, schools, churches and other institutions and benevolence. * * *

"The whole country has been treated as a much-loved family homestead should be treated, cultivated and made better. The community, that has been enriched by the paper, has grown in population and wealth under its nurturing care." * * *

"The paper found that the farms were being impoverished by constant cropping with wheat and, after consulting with progressive farmers, commenced a campaign of rotation of crops and dairy farming. The result was a restoration of the soil, increased crops, greater profits from raising swine, poultry, cattle and horses, and, while the farmers had been growing poorer, every year, they now have money in the banks, besides their new houses and barns, and a great and increasing wealth in stock. The farms have developed in production and in value.

"The roads in the country were in very poor condition, but a showing of the economy of good roads brought improvements, and added wealth. Better schools and homes have been advocated and, in all these things, and in the amount of prosperity in proportion to population, the county leads the nation."

"The editor advocated industrial education and instruction in farming in the public schools, until now the Board of Education has provided an entirely separate industrial building on the same block with the high school building, devoted to classes in wood and iron working, farming, gardening, printing, wood carving and engraving, with a department of domestic science for the young ladies, in which housekeeping, cooking, and sewing, millinery and nursing are taught. A school farm has been secured and is cultivated by pupils interested or taking the courses in farming and gardening. Exhibits are made of the shop, and the domestic science department work, and of the products of the farm and garden at the local Industrial Fairs in August, each year and also at the State Fair in September, and often win high awards and honorable mention. These exhibits find place, from time to time, in the "Exhibition Window" of the paper, are described and commented upon in its pages, and attract broad attention and interest and have no small educational influence and are awakening a deeper regard for the schools. There is also a Natural History Museum in one of the rooms of the high school building, made up of geological, forestry, mineralogical, botanical, and local entomological specimens, in which the products of the industrial and domestic science departments find proper display and exhibition. The paper started this museum by offering prizes for local collections in natural history, and when the same became too large to keep in the newspaper office, turned all the collection over to the school, but kept up the efforts to add thereto, and gathered splendid news items therefrom; subscribers are kept interested and hundreds of parents visit the museum and the school. The paper is always in constant touch with all the schools of the county and with the superintendents, principals and teachers

therein, and the schools and the paper are united in the minds of the people, and it is wonderful how popular they have become. The paper maintains a regular educational and teachers' department, under the supervision of the County Superintendent, aided by the City Superintendent, the principals and teachers, and has come to be looked upon as an indispensable part of the public school system. No one connected with the schools but that has an interest and pride in and a love for the paper.

"Several years ago, through the paper, an industrial association was established, of which the editor has since served as either secretary or president, as he is also secretary of the Farmers' and Gardeners' Club, which he organized.

"An industrial fair is held every year and it is different from other fairs, in that every exhibit is accompanied with a statement of the process of producton, and talks and lectures are had for two hours each day during which the products are discussed. If the exhibits are of wheat, each exhibit has a tag telling the nature and condition of the seed sown, where obtained and why selected; how the ground was prepared, when plowed, when the seed was sown, how much to the acre; when harvested and what was the yield. All these receive discussion, and the same system, of telling how and why, is pursued with regard to all other exhibits, whether of horses, cattle, sheep, swine, cereals, vegetables, domestic or culinary articles or manufacture. The paper inaugurated and advocated this system, and showed the great value of the practical knowledge to be derived.

"The Fair used to be held for only two days, now six days each year are devoted thereto and the interest increases to the close. Many farmers come with their families and camp on the Fair Grounds, as there are lectures and entertainments every night, closing at 10 o'clock. It is unnecessary to add that the Annual Fair has proven a great educational and social institution and furnishes a week each year of most enjoyable recreation and improvement. Years ago, the running and trotting races of horses, many brought from abroad, were looked upon as the only drawing cards, and selling of pools and betting were indulged in, and the influence was rather demoralizing than uplifting. Trials of speed, as trials of strength, are now looked upon only as a part of the exhibits to help in the awarding of prizes. Instructive addresses and lectures, oratorical contests between advanced pupils in the schools, band concerts and contests, vocal and instrumental music, now lead the amusement attractions.

"The paper gives much space to reporting the Fair and finds therein the most highly prized news matter of a local character that it is possible to obtain. In no other local event are there so many thousands of people directly interested.

"The paper has started a movement for a splendid agricultural and mechanics building which is sure to prove a success and to add still more to its popularity. Complete agricultural, horticultural, and domestic science departments are maintained in the paper, and much attention is given to good roads, parks and playgrounds, to home improvement and beautifying; to sanitation and all subjects affecting the well-being, the comfort, pleasure and upbuilding of all the people in all their pursuits and efforts for advancement and better conditions.

"And the paper, today, has a large, populous, wealthy parish. Its constituency has grown with the years until the paper has reached a mark of which any publisher should be proud. Besides the great and permanent investments in buildings and machinery, making the tangible assets fivefold what they were twenty years ago, the net earnings are more than five-fold what they were before this system of service was inaugurated. * * * * * *

"And see what the editor and publisher has made of himself. In the first place he has earned, secured, and holds the confidence, respect and active helpful good-will of all the people. He has broadened through the acquirement of the useful knowledge that he has freely given to the people. He has become a trusted leader, ever consulted on all matters affecting the improvement and upbuilding of all worthy enterprises. He is brighter, more alert and stronger intellectually and every other way than when he commenced his work. His fame has gone abroad throughout the State and he is known not only for the success that he has attained but for the great good that he has done. By helping the people to greater intelligence, to more constant, successful, fruitful employment, and the improvement of their homes, their families and their surroundings, and to co-operate in all local undertakings and improvements, he has driven out bickerings, litigation and grouch. He has formed wide and enduring friendships, has grown in joyousness, hopefulness, and happiness and worth. He has promoted thrift and goodwill and love for homes, both in town and country, with the fruits of contentment and a just and high pride in the city and country so that the people, instead of grumbling over their lot as in years past, are ever ready to declare that they live in the choicest spot, in the very paradise of the whole nation. He has become the heart and made his paper the very soul of the city and county. He has promoted good government, good will, public and private benevolences. He has built up not only a newspaper in the popular sense but an institution of worthy promotion, and impressed his character thereon, so that he will live therein to bless and inspire for many years after he has passed from earth. He has created a business of most creditable proportions, that will not only bring to him rich and abundant financial returns, with love and honor and congenial occupation during his remaining years, but will afford like honorable and worthy employment, remuneration and high standing among men, to his sons and his sons' sons, tending to educate, strengthen and build them up in all worthiness, knowledge, human sympathy, intellectuality and beneficent influence with highest rewards of honor, usefulness and happiness."

IS IT FAIR TO THE TYPE FOUNDER?

Is it fair for the printer using a casting machine to send to the founder to have the thin characters cast, or special characters and matrices frequently made for them—all produced at an actual loss by the founder—for the sake of using that material with casting machines?

Would it not be fairer if the printer would cast those thin characters himself on his machine, and when he has to have those special characters made to send to the machine company and have the matrices cut and then cast those items; in other words, not do all the fat himself and let the machine maker produce all the fat and turn all the lean over to the type founder?

Any fair-minded printer reading this will neither himself, nor allow his superintendent or foreman to impose such unnecessary burdens upon the type founder, but will put them where they belong—upon the machine maker and user.

The type founders produce the original faces, the machine makers copy them without permission or without even thanks, but to shove the lean and expensive stuff over to the type founders is even worse.

We have heard of a case where a printer ordered five pounds of hair spaces from a type founder and kicked because he was not furnished them at body type prices, knowing perfectly well, as he did, that the cost was several times that of the regular spaces, and that he intended to use them with his sort-casting machine and was unwilling to cast them on his sort caster. The fair-minded printer will correct these evils—the unfair one must pay for them.—*American Bulletin.*

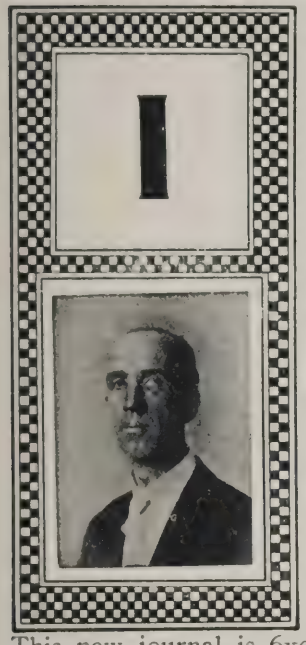
The technique of printing and publishing is a new course of study at the University of Wisconsin in connection with the course in journalism. It is designed for students of agriculture, engineering and commerce, who are preparing to enter technical and trade journalism. A class in technical and trade journalism has been organized to give further training in this field.

* * *

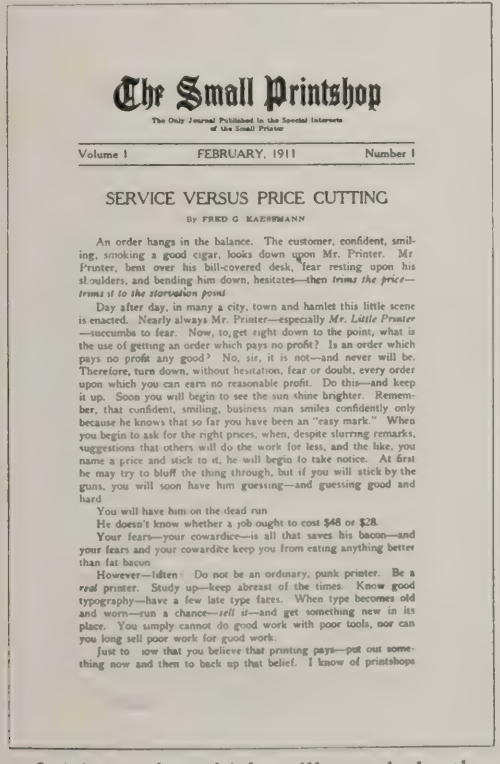
The Student Press Club of the University of Wisconsin is arranging a dinner at which the reporters and correspondents covering the session of the state legislature at Madison are to be the guests of honor.

REVIEW OF JOB PRINTING

Address all communications to E. S. HANSON, 57 Washington St., Chicago, Ill.



I AM glad to have been placed on the mailing list for a new publication called *The Small Printshop*, of which the February number is the first issue. This publication comes from Los Angeles, Cal., and is published by The Summerland Press. It claims to be the only journal published in the special interests of the small printer; and its opening editorial says that by the small printer is meant the owners of little one and two press printshops, a type of shop which is now coming to be so numerous everywhere. The publication is starting out with a very good appearance, showing that it itself comes from a first-class shop, be it large or small. This new journal is 6x9 inches in size and the first number has 16 pages and cover. It is printed on an



The Small Printshop

The Only Journal Published in the Special Interests of the Small Printer

Volume 1 FEBRUARY, 1911 Number 1

SERVICE VERSUS PRICE CUTTING

By FRED G. KAESEMANN

An order hangs in the balance. The customer, confident, smiling, smoking a good cigar, looks down upon Mr. Printer. Mr Printer, bent over his bill-covered desk, fear resting upon his shoulders, and bending him down, hesitates—then *trims the price—trims it to the starvation point*

Day after day, in many a city, town and hamlet this little scene is enacted. Nearly always Mr. Printer—especially *Mr. Little Printer*—succumbs to fear. Now, to get right down to the point, what is the use of getting an order which pays no profit? Is an order which pays no profit any good? No, sir, it is not—and never will be. Therefore, turn down, without hesitation, fear or doubt, every order upon which you can earn no reasonable profit. Do this—and keep it up. Soon you will begin to see the sun shine brighter. Remember, that confident, smiling, business man smiles confidently only because he knows that so far you have been an "easy mark." When you begin to ask for the right prices, when, despite slurring remarks, suggestions that others will do the work for less, and the like, you name a price and stick to it, he will begin to take notice. At first he may try to bluff the thing through, but if you will stick by the guns, you will soon have him guessing—and guessing good and hard.

You will have him on the dead run.

He doesn't know whether a job ought to cost $48 or $28.

Your fears—your cowardice—is all that saves his bacon—and your fears and your cowardice keep you from eating anything better than fat bacon.

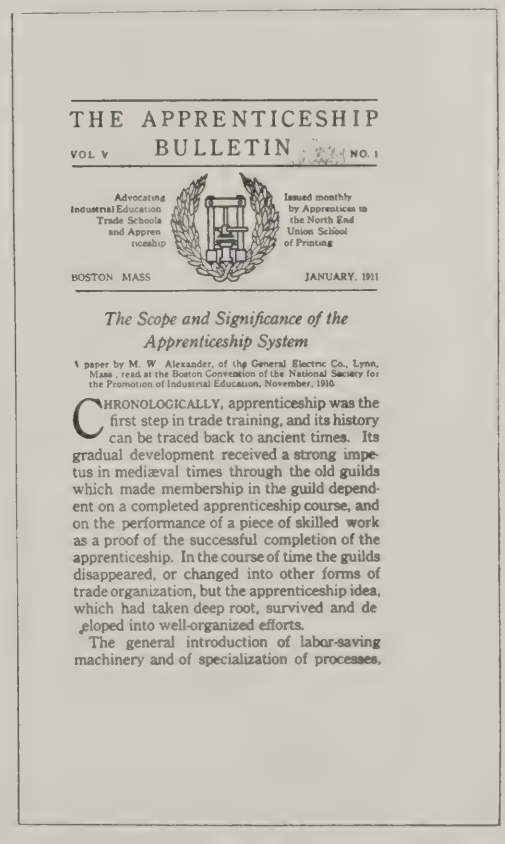
However—listen! Do not be an ordinary, punk printer. Be a *real* printer. Study up—keep abreast of the times. Know good typography—have a few late type faces. When type becomes old and worn—run a chance—*sell it*—and get something new in its place. You simply cannot do good work with poor tools, nor can you long sell poor work for good work.

Just to show that you believe that printing pays—put out something now and then to back up that belief. I know of printshops

antique finish stock, which will preclude the use of half-tones should the matter of illustrating be taken up at some future time. It is set in ten point old style, the lines running clear across the page, and proper decorative headings and initials being worked in to advantage. It is not easy to see, however, why the small printshop should be differentiated from the large one sufficiently to make it necessary for the smaller one to have a separate publication of its own. To a large extent I believe the difference between the large shop and the smaller one is a difference of size only, and that the smaller shop is interested in almost all the problems which interest the larger shops. This is not said by way of discouragement, however, for I sincerely hope that this new publication will find the support which its initial number would indicate that it intends to deserve.

* * *

With the new year *The Apprenticeship Bulletin*, published by the School of Printing of the North End Union, Boston, comes to us in a different form, being made up in smaller pages, with larger type, and bound



THE APPRENTICESHIP BULLETIN

VOL V NO. 1

Advocating Industrial Education Trade Schools and Apprenticeship

Issued monthly by Apprentices in the North End Union School of Printing

BOSTON MASS JANUARY, 1911

The Scope and Significance of the Apprenticeship System

A paper by M. W. Alexander, of the General Electric Co., Lynn, Mass., read at the Boston Convention of the National Society for the Promotion of Industrial Education, November, 1910.

CHRONOLOGICALLY, apprenticeship was the first step in trade training, and its history can be traced back to ancient times. Its gradual development received a strong impetus in mediæval times through the old guilds which made membership in the guild dependent on a completed apprenticeship course, and on the performance of a piece of skilled work as a proof of the successful completion of the apprenticeship. In the course of time the guilds disappeared, or changed into other forms of trade organization, but the apprenticeship idea, which had taken deep root, survived and developed into well-organized efforts.

The general introduction of labor-saving machinery and of specialization of processes,

in pamphlet form, with an attractive brown cover. The first page is devoted to a quotation done in decorative style, with colors. A sample page will serve to show the attractive appearance of the new form.

* * *

The wall card here reproduced will serve to show the general style of a recent batch of work sent out

from the Stutes Printing Concern of Spokane. The large card is a plain brown cover; the smaller sheet a

A little thing is a little thing but faithfulness in little things is a very great thing
Compliments of
STUTES PRINTING CONCERN
Phone Main 2060 315 Main Avenue

cream linen finish cover. The printing is in two colors.

* * *

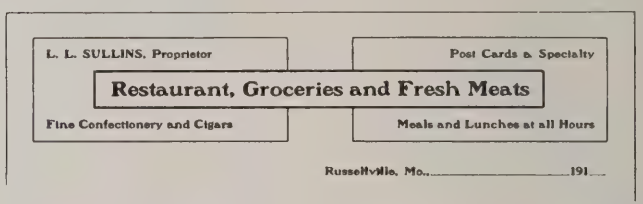
Chas. E. Wake, St. Edward, Neb., who claims to be only a two-thirder, sends a number of specimens as his introduction to this department. I would suggest on the billhead for the Chicago Lumber Company that the three main lines are somewhat crowded and should be separated at least by two points more. With this correction, and possibly the use of a line more nearly like the main lines of the head for the date lines, this job would be very satisfactory indeed. To a certain extent the same criticism might apply to the statement for Blackburn & Furry. The letterhead for Wolf Bros. & Kennedy is very satisfactory, although I should use a somewhat lighter tint for the cut and the matter under it. I hope we shall hear from Mr. Wake again.

* * *

R. H. Parker, foreman of the *Weekly Rustler*, Russellville, Mo., is another new contributor. His letter is of interest and is given herewith:

DEAR SIR:—I am sending, under separate cover, some samples for your criticism, if you consider them worth while. The work is just ordinary commercial work and any helpful suggestions would be greatly appreciated. I have read the N. P.-J. for two years and believe every number is worth $2.00. Will send more samples in the near future if you deem them worth criticising.

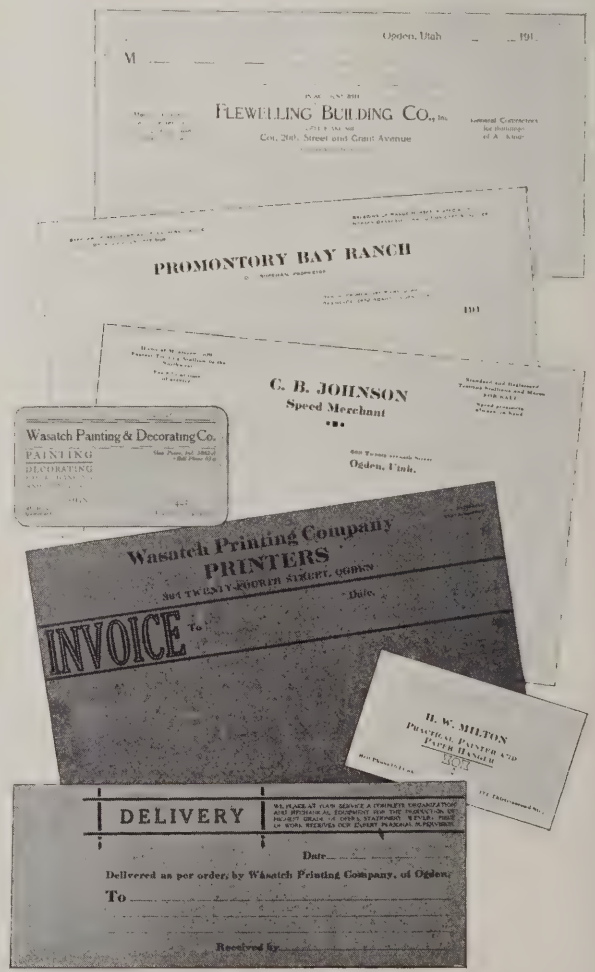
The best of Mr. Parker's jobs, in my opinion, is the letterhead for L. L. Sullins. Although the wording of this head is not as satisfactory as it might be, this is very likely the fault of the customer and not of the printer. The head for Le Roy Kinslow is also very good for this class of work but is marred somewhat by having final letters in the Post series used in the middle of the word. This is the case with the capital R and the lower case n in the man's name, as well as the same error occurring in two or three other places. I know it is not a hard-and-fast rule that these should not be used in the middle of a word, but discretion


L. L. SULLINS, Proprietor
Post Cards a Specialty
Restaurant, Groceries and Fresh Meats
Fine Confectionery and Cigars
Meals and Lunches at all Hours
Russellville, Mo.,.....191....

should be used to place them only where they will give a satisfactory appearance. A number of envelopes are sent which are of a very good grade. The advertising and general make-up of the county fair premium list are much better than one frequently finds in pamphlets of this kind.

* * *

From J. Warren Lewis of Ogden, Utah, comes another bunch of work in his customary good style. Mr. Lewis is now with the Wasatch Printing Company, having severed his connection with W. W. Browning & Company. The present bunch of samples covers a



wide range of work, including cards, stationery and booklets. The largest piece of work is a book for the Keith-O'Brien Company, dry goods dealers of Salt Lake City. This book has a number of very satisfactory illustrations, evidently made especially for it. The

whole is printed on Indian tint enamel in two colors, the illustrations and type matter being in photo brown with border and background of a tint slightly darker than the India paper. The composition and press work are both good, it being a job which ought to bring credit to both the mercantile house and the printer. I am also showing several other specimens of Mr. Lewis' work which I know will be looked over with interest.

* * *

Wm. J. Conlin, Hingham, Mass., sends two covers of township reports. It will at once occur to the experienced printer that these are gotten out in a rather ornate style for statistical reports of this kind. The matter of the wording of the page will also be criticized by many, inasmuch as neither of them gives anything but the name of the township, the county and state being omitted. This, I think, is a serious fault and while not committed by the printer primarily, he should have noticed it and suggested a fuller title.

* * *

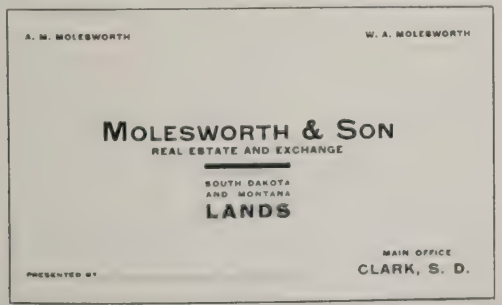
I thank you for your kindly criticism of my work in current number of the NATIONAL PRINTER-JOURNALIST, and can take no issue with you on the criticism of the letterhead. You certainly "picked the flaw" in it with unerring judgment. Mr. Barnes and myself made the same criticism of the heading after it was printed. Under separate cover I am sending you a few specimens for review in your department. Yours very truly,

P. H. LORENTZ.

This letter from P. H. Lorentz comes with a number of specimens which I have been glad to look over. I am especially impressed with the one for L. L. Stidger. I like the way it is broken up, and yet it has unity and coherence. Possibly if I had been setting it I should have made the date line in upper and lower, just to break the monotony of capital letters, if for nothing else. Very likely this would not have improved it, however.

* * *

The best piece of work sent in by Roy A. Bast, Clark, S. D., is the card for Molesworth & Son. This card might have been improved by moving the short piece of rule down under the word "'Lands" and introducing a light-face parallel rule under the words "Real Estate and Exchange." Other pieces of work are of an ordinary grade, being very satisfactory printing but having nothing especially to recommend them.



* * *

From the publicity department of the Dodge Manufacturing Company, Mishawaka, Ind., I have received

CONSTRUCTION

RIM AND ARM JOINTS

Secured by dovetailing arms and fitting same into rim mortises; the intervening space is filled in with molten brimstone, which, when set, makes a joint that will withstand all shocks and strains to which a pulley may be subjected.

ARM AND RIM BOLTS

Two sets of bolts are provided for clamping the halves together.

a little booklet regarding the pulleys made by this company. Any one who is so fortunate as to be on the mailing list for the Dodge advertising matter can well believe that this is a most satisfactory piece of work. It is gotten out in two colors, with the highest grade of half-tones, worked up in the photograph by artists who understand their business, and the plates re-etched. One page of this booklet is shown to give a general idea of the care with which it is made up.

* * *

Refusing attractive advertising because it was convinced the advertiser could not make good certain claims, the South Bend *Tribune* has set an example which other high-class newspapers might do well to consider. The *Tribune* was offered a large and very attractive display which it carefully inspected and then decided to refuse, to the disgust of the advertising agent. Refusal was based upon a strong conviction that some of the claims in the advertisement could not possibly be made good and the *Tribune* felt it could not conscientiously place the display before its readers. The agent who offered the advertising, one of the best in the business, was naturally greatly disturbed. The same display appeared but recently in some of the best papers in the country.

OUR MOTTO: ONE PRICE AND A SQUARE DEAL TO ALL

L. L. STIDGER

24 EAST MAIN STREET

DRY GOODS, NOTIONS, SHOES, LADIES *and* GENTLEMEN'S FURNISHINGS, FLOOR COVERINGS, ETC.

BUCKHANNON, W. VA.,

Conserving the Circulation of a Daily Newspaper

BY FRANK H. BURGESS, BUSINESS MANAGER, LA CROSSE, WIS., TRIBUNE.

A PREACHER was bending every energy upon the conversion of sinners, the saving of souls. He preached the goodness of God.

"He is good even to the flowers," said the pastor. "He provides sunshine for your geraniums, and a shady corner for your fuchsias."

After the service a very attentive lady said to him with deep feeling:

"I profited so much by your sermon, doctor. I never before knew what was the matter with my fuchsias."

With this as my inspiration I feel quite reasonably confident that even though I miss the main target, I may score a bullseye where I had aimed no shaft.

This is the age of conservation. Col. Roosevelt originated the conservation of natural resources and the conservation of babies. Joe Cannon is fighting for the conservation of his job. Wall Street has begun a movement for the conservation of J. Pierpont Morgan.

Conservation contemplates two things—retention, and use. The use of circulation belongs to the advertising department; therefore this discussion will be confined to the keeping or husbanding of circulation. Again we have the division into city and country circulation. So broad is the subject that for the purpose of this discussion only city circulation will be considered.

Any newspaper that is willing to spend the money can acquire circulation. The science of getting it is well developed, and no longer presents a problem. We have heard very frequently intelligent discussion of ways and means of getting subscribers. But so far the attention of circulators has been so fully occupied with getting circulation that the keeping of the circulation has not had its just share of effort. And, obviously, there is little use of getting subscribers if we do not retain them.

As an old football player (with apologies to Tom Thumb) an analogy of the gridiron comes to my mind. In the offensive play the team takes the ball and gains ground, just as the circulator goes out and gains subscribers. But when the opposing team gets the ball, what is that stern order the captain shouts? What is that cry that breaks from the grand-stand, that is shrieked by the bleachers, that is hurled at the team by every pair of lungs on the side-lines?

"HOLD 'EM, BOYS! HOLD 'EM, HOLD 'EM, HOLD 'EM!"

I'll trust the average circulation manager to get subscribers, but my order to him is "HOLD 'EM!" It should be his watchword, his slogan. A subscriber saved is a subscriber gained. And they can be saved.

If you have a good newspaper, if it is the equal of or better than your competitor's paper, there is no such thing as "mushroom circulation." Within the legitimate territory which any competent newspaper should cover, it does not exist. We see a good paper boost up its circulation at great expense; then we see the subscribers vanish over night, and we have said it was "mushroom circulation." It was not. Those subscribers were lost by default. They were not conserved. The publishers of the Inland Press are recognized as having the best newspapers in their respective fields. I believe the experience of every man who has tried faithfully sustains my declaration that intelligent conservation of circulation enables the publisher to blot the word "mushroom" from his dictionary.

In the conservation of circulation I must use both the ounce of prevention and the pound of cure. Prevention first and preferably, cure when prevention fails.

Naturally, the first agency is the circulation manager. What should he be, what should he do?

He should be a clean cut man, young, active, ambitious. He should be a man with a smile, a fixer as well as a mixer. He should have a wide acquaintance, and should constantly cultivate a wider one. He should have it fixed in his mind that every subscriber is an important asset, and one that it is his first and greatest duty to guard.

In my office the laziest ornament is the desk of the circulation manager. It contains no manicure set, no mirror. It is not a resting place for the elbows of a

Frank H. Burgess

pompous supervisor of solicitors. Papers in cities up to 50,000 can't afford the luxury of idle titles. My circulation manager is where he shoud be—in the street, with the people. The eidtor prints the news, careless of where the chips fall. He is not imbued with the importance of this or that reader. We can't go back to him with every little kick or stop. I make this assertion: That the circulation manager who is delivering the goods sees in person every subscriber who orders a stop. He is the "trouble man." He stops the stop, if he can, and in nine cases out of ten he can.

I have heard so many publishers say, "Yes, but where can we get that kind of a circulation manager?"

The trouble is, they look for him ready-made for their emergency, and they seldom find him. But he is there, in their city. He is in every city. Perhaps he is clerking in a dry goods store, or driving a grocery wagon. Keep your eye on the young men. Study them; size them up. Look for the right raw material, and when you find it get the boy. Teach him your way of handling circulation. Drill it into him. Make him render a daily report and spend fifteen minutes a day talking to him about the little details of his department. This shows him that you are interested in his work and think it important, and will

make him feel that it is important. Above all things, pay him well. You can starve the ambition of a genius.

First as to the prevention of stops:

Make your paper a habit with the people of your community. We are creatures of habit. I do most things from habit. You do most things from habit. Fix upon the readers of your city the habit of reading your paper.

To begin with, have a fixed time for going to press, and GO TO PRESS ON THE DOT. Your editor will hold you up. Fire him. Your foreman will hold you up. Kill him. Make every man in your plant understand that there is one rule that is imperative, that the paper MUST go to press on time, and make the time early. The loss of a story or an "ad" is of no importance compared with the convenience of thousands of readers.

This is a means to an end. Print on time in order to deliver on time. Let your readers know that their paper will be at the door almost to the moment the same time every day. There are hundreds of women in La Crosse who can be depended upon to meet the carrier at the door day after day. They expect The Tribune at that moment. They have fixed the habit of reading it then. You can implant that habit in woman if you make the chance to acquire that habit coincide with her convenience. The average housewife's time is well occupied, her moments are counted. If she has leisure, it is after the mid-day duties are disposed of. From 4:30 to 5:30 is a likely hour, for at 5:30 comes the cooking or supervision of supper. Prompt delivery of the paper at from 5 to 5:15 gives her time to read before supper. If it comes later than 5:30 she is occupieid with her meal. After supper there are the dishes, and the children to put to bed. Husband finishes supper, and gets the paper. Wife tends to her mending, and bedtime overtakes her before she can get the paper. I hold that these things are true: That the woman rather than the man selects the paper; that she will stick to a fairly good paper which she can positively depend upon getting between 4:30 and 5:30; that because if she does not get it then she seldom is able to read it, she will not be satisfied with the best paper in the world the delivery of which is too late or irregular. In these simple facts lies the secret of the most potent usage that may be employed in the conservation of circulation. Habit reinforced by convenience is a power to conjure with.

But in perfect delivery the carrier boy is an important agency. He must be watched and trained. The circulation manager's place at press time is with the boys in the mailing room. He must establish a personal relationship with each of them, and build up a bond of sympathy and confidence. He must co-operate with them, and they with him. His force must be welded into an automatic machine, almost infallible.

But this does not work entirely to perfection and the careless boy must be dealt with. Used with discretion, a penalty of ten cents for every failure to deliver, and every faulty delivery, works wonders. That boy wants his dollar, and the fact that if he is negligent he may be docked ten, twenty or thirty cents at the end of the week reaches the solar plexus of the carrier whose dealings are inclined to be slack.

However, there will be miscarriages of delivery, no matter how systematic your method. Have it understood that the subscriber who is missed need but step to the nearest telephone and call the office to have his paper sent to him post haste by a special carrier. Get it to him quickly and without fail. He'll forgive the error, for he likes the interest you show in him as an individual subscriber. He takes it as a personal compliment. I do not seriously overstate the case when I say that The La Crosse Tribune never misses a delivery. We have taught our readers to expect their paper at a certain hour. We have taught them to phone immediately if it is not on time. We keep two boys on duty for special deliveries. We deliver the goods.

So much for prevention. But, in spite of prevention, there will be stops. Now for the cure!

To begin with, let us classify the stops, as to their causes:

General complaints, as to articles printed, poor delivery, etc.

Changes to another paper.

Accumulation of indebtedness to the paper.

The first class is miscellaneous, and must be dealt with according to the circumstances surrounding each particular case. A majority of them can be saved. I hold their importance sufficient to justify the attention of the business manager. "Kicks" are usually "on the square" even though not always reasonable. In numerous instances I have seen the disgruntled subscriber so placated that he became a warm "booster" for the paper. Men want to have such things out with the person in chief authority. If that man meets them in friendship and displays personal interest and sympathy the paper loses a foe and makes a life friend.

The second class usually involves a premium offered by a competitor. If a contract has been signed, respect it. No policy is so dangerous as teaching the reading public that newspaper contracts are not to be taken seriously. You may put one over on your competitor for the time, but you lost that respect for the subscription agreement which is of vital importance to you, for the subscriber whom you teach to jump a competitor's contract, will jump yours later.

But there is a way. Make a note of the date of the expiration of the contract, and file it in your tickler. About a fortnight before its expiration, send your circulator to the subscriber with a premium a little better than that which lured him from you. Tie him up, beginning with the expiration of the competitor's contract, upon a contract to take your paper again. You taught him to respect your competitor's contract, now he will respect yours. And you will get away with this, for having secured the subscriber your competitor is probably resting in easy security, and awakens to your coup too late.

However, your work is not ended here. This subscriber, and lots of others, are "premium fiends." They keep shifting with each new premium. If your competitor is a "live one" he will remember the thing you slipped over on him, and he will try to get back at you. Beat him to it again. Send your man with a new premium, say six weeks before your contract with the subscriber expires, and tie him up for another year—there is no end to this game, and "eternal vigilance is the price of circulation."

Now for the man who quits because of indebtedness. Here we must retrace a step, for the method involves prevention as well as cure, so interwoven as to be difficult of classification.

Keep your collectors busy, and keep enough of them to go round. Collect ten cents each week, and don't miss. There are in every city hundreds of fairly honest workmen who want your paper. They will pay ten cents the week and think nothing of it. But let it mount up to a dollar or more, and that man hates to pay it out of his modest wages of eight or nine dollars per week. Perhaps he will "get sore" at the collector. It then becomes a task for the circulation manager. He talks amicably

with the man, shows sympathy with his circumstances. He puts it on a personal ground, and says he will go on collecting ten cents per week and let the old bill run along. Occasionally he will have the collector suggest the payment of a dime or a quarter on the old account, and it is soon wiped out. He has saved the subscriber and collected the bill. Had he stopped the paper he would have driven the subscriber to his competitor and probably would have lost the old account. Of course there are a certain number of genuine dead-beats, and these should be cut off as soon as discovered, but by far the greater class lost for arrearages are honest people of small income. They can almost invariably be saved.

It may be said that the expense of all this is prohibitive. Experience teaches me that it is not. On the other hand, it is profitable. It costs less to save an old subscriber than to secure a new one, and by strict attention to this detail the direct accumulations made possible by the policy I advocate will more than pay for all expenses encountered, and in addition makes possible other and larger profits accruing from a substantial supremacy in circulation.

Further than the above suggestions, I urge as important a canvass of the city for the purpose of securing a record of every home, what paper or papers it takes, dates of contracts, etc. In case you lead in circulation it is valuable to lay before advertisers. It affords you the advantage of knowing just where you "are at." and places you in relation to your competitor in the strategic position of a general who has secured the campaign plans of the opposing army, without his own being known to the enemy.

In addition to the direct results attained by these various methods of conserving circulation there is a sort of cumulative advantage the importance of which should not be underestimated. Dovetailing these separate policies, we have a system of conservation. While the system of preventing stops is negative in character, it generates an affirmative influence which goes beyond holding old subscribers and builds new circulation. I do not refer to the fact that in his work of nursing old subscribers the circulating manager is constantly picking up new readers. I mean the working of that influence which in every one of life's activities makes one achievement a stepping-stone to another, which makes reputation the open door to constantly growing success. Satisfied subscribers in each of the little sub-communities of which a city is made are your unconscious agents. There is a constant accretion of new subscribers due to the standing you have acquired by employing a system the purpose of which was to keep the old subscribers. This growth is substantial, it is not a mystery. It verifies the philosophy of the declaration that, "To him who hath shall be given."

That, in brief, is my theory of the conservation of city circulation. I hold it the most important duty of the circulation department. Show me a newspaper that fights intelligently to keep its subscribers, and I'll show you a newspaper that has a substantial and valuable circulation.

(An address before the Inland Daily Press Association, February 20, 1911.)

"THE OLD RELIABLE."

Belle Plaine, Kan.

Dear Father Herbert:—Couldn't get along without the old relable N. P.-J. Enclosed find draft. Sincerely,

J. Byron Cain.

Don't forget the Stylo Pencil.

A Municipal Paper Advertising a City's Improvements and Attractions

DENVER, COLO., has a very interesting and unique little publication in its journal of city affairs called "Denver Municipal Facts."

There are only a few of these municipal journals in the country and the Denver publication seems to be about the best of the lot.

Municipal Facts is published every Saturday and delivered free to taxpayers of Denver on request. Its cause is to boost Denver and to keep her citizens informed of the progress that is being made in all lines of both public and private endeavor. The publication consists of from 16 to 32 pages, 9 x 12 inches, and it is always profusely illustrated with half-tone cuts of Denver's parks, streets, buildings and proposed improvements. It is well printed in black ink on heavy book paper of the color known as India Tint.

The expense of publication, which amounts to about $50,000 a year, is borne by the city, being appropriated annually by the City Council for that purpose. The editorial office is located in the City Hall, where D. H. Wilson, a former Denver newspaper writer, holds forth as editor, with E. E. Hanway in charge of the circulation. The mechanical work of printing and engraving the plates used is let by contract to the lowest bidder and is usually done by Denver houses at very low rates, probably less than is paid for the same class of work by any individual buyer of printing and half-tones in Denver.

Municipal Facts is now in its third volume, and while the first few issues were looked upon as somewhat of a joke, or a political move of Denver's enterprising mayor, Robert W. Speer, the publication is now regarded more seriously and is generally considered as a paper that has as good a reason for existing as any other. It has been kept singularly free from political influence, being devoted to Denver's material growth and prosperity rather than to party matters.

As illustrating the scope of Municipal Facts, a recent number contained a feature article on "Denver is World's Best Lighted City," illustrated with six large half-tone pictures of night scenes in streets and parks and good views of the Auditorium, Welcome Arch and the new building of the Denver Gas & Electric Co., all illuminated by their electric lights. The latter building is said to be the best-lighted in the world and is illumniated nightly with 13,000 lamps. Other articles in this same issue are "Denver's Civic Center Nearing a Reality," "Denver's Public Library an Ornament to the City," "Pioneer Monument, Work of Art, soon to be Unveiled," "Inspiration Point Another Wonder for Denver Visitors," "Outside Papers Comment on the Evolution of Cherry Creek," "City's Building Record for 1910 Highly Creditable," and many other interesting and timely articles on what is being done to improve and beautify the city which a recent magazine article styled "The Paris of America."

"Municipal Facts" is a publication which any city might well follow for its style as a municipal paper. It presents the attractions to its citizens who are themselves active in passing on to the outside world the advantages offered by their home city at the eastern foot of the Rocky Mountains, when they are once reminded of them. Taxpayers and citizens generally want to know what is being done by the administration and a municipal publication seems to be one of the best ways of keeping them informeed. It is probable that the future will see more of these civic newspapers established in both the East and West.

Behold How Good It Is for Employers and Employes to Dwell Together in Unity

LONG have we pleaded for and dreamed of the time when all workers, proprietors and men, should dwell together in unity, in mutual confidence, respect and helpfulness, each recognizing the other's rights, and striving to lighten each the other's burdens. For organizations that promote distrust and hate, that seek advantage by force of numbers or through intimidation, by lockouts, strikes, boycotts, threats or violence, we have no use. We have never been able to say enough in praise of those organizations, or of the members thereof, who co-operate with each other for higher attainments, greater worthiness, efficiency and accomplishment, better working conditions, full recognition of the rights of all, and for remuneration in accordance with merit or earnings. We are glad to feel that this better time of better recognition, of mutual obligation, is approaching, when employers and employees "shall brothers be and a' that and a' that." One of the evidences of the approach of the era of better feeling and of broad, all-embracing justice and equity, was given at the celebration of the Tenth Anniversary of the Amsterdam, N. Y., Typographical Union No. 272, held in that city January 30th. Owners and workers broke bread together and took equal part in the after-dinner speaking.

President William S. Cook of the Typographical Union, who acted as toastmaster, in his introductory, recited a record, in part as follows, of good-will and accomplishment of which any organization might well be proud:

During all these years, the affairs of the union have been conducted in a manner satisfactory both to the members and publishers of this city. There have been no strikes, wages have been advanced and the hours of labor shortened, and the amount of business of the several offices in the city, under the protection of No. 274, has been nearly doubled, as the work which was being sent out of the city on account of inability to secure the union label was cared for in the local offices. This speaks for itself as regards the satisfactory condition of affairs in this city in the printing trade.

"PAST, PRESENT AND FUTURE."

The first speaker was John E. Willoughby, managing editor of the *Recorder*. Mr. Willoughby's subject was, "Past, Present and Future." In beginning, he said that in the old days there were no editors, all were printers, and we are all tonight, in a sense, members of the union. I wish to congratulate Amsterdam Typographical Union, No. 274, on its tenth anniversary and the dinner served here tonight, and also on its president, William S. Cook. He is not one of the cooks who "spoil the broth;" and he is not a faker, like Dr. Cook, but a man whom we all esteem. A great deal has happened since I came to Amsterdam, nearly twenty-eight years ago. A great deal of water has gone under the bridge; a great deal of history has been made here and elsewhere..

* * * * * * *

We are told the press has not the same influence it had in the days of Greeley, Raymond and the elder Bennet. This may be true so far as editorial utterances are concerned. Today we have more newspapers; the people of the United States have become a reading people; the rural free deliveries keep the rural sections in close touch with the affairs of the day. The result is that the minds of people are moulded by the newswriters, and the newspapers, therefore, have not lost influence. What may come in the future, none of us can tell, but I have faith that the "art preservative of all arts" will prosper and continue to improve. The future of the newspapers of Amsterdam depends on what we do as publishers, editors and printers, and if we put the best that is in us into our work, we need have no fear of the future, in newspapers or anything else.

Mr. Willoughby concluded:

"In a beautiful tribute to his dead brother-in-law, Rudyard Kipling describes him as dwelling in the far realm where are assembled all who have been good workmen in this life, and goes on to say:

"'And oftimes cometh our wise Lord God, Master of every trade,
And tells them tales of His daily toil, of Edens newly made,
And they rise to their feet as He passes by, gentlemen unafraid.'

"That should describe all of us—'gentlemen unafraid.' If we do our duty thoroughly as men and citizens, we shall be unafraid of God or man, 'while this great world spins forever down the ringing grooves of change,' and in the hereafter when we have crossed the dark river and come to rest in the country of eternal peace."

THE SMELL OF PRINTER'S INK.

Editor William J. Kline, senior proprietor of the *Recorder*, spoke as follows on the subject of "The Smell of Printer's Ink."

Mr. Toastmaster, Members of Typographical Union, No. 274, and other Gentlemen:—While I was in Albany the other day, the publisher of a newspaper asked me if there was a typographical union in Amsterdam. I told him there was. "How do you get along with it?" was his next question. I told him we got along very nicely, as the members of it are level-headed, sensible fellows, who believe in fair play. If he could look in upon this scene tonight, Mr. Toastmaster, where the members of the Typographical Union are the hosts and the employers are among the guests, he certainly would conclude that peace and harmony "sure do" prevail among the printers and publishers of Amsterdam. And let me add that it always has been so. The only trouble Amsterdam publishers ever had with the unions was back in the '80's, and the Typographical Union certainly had no hand in that, as there was none in existence here at that time. Some of the other unions, however, thought they ought to help along the work in the editorial department of one of the papers. Perhaps they meant well, but they afterwards discovered their mistake, and since then things have moved along smoothly and comfortably. Let us hope they may long continue to do so.

My theme is, "The Smell of Printer's Ink." In a notable address entitled "Fifty Years in a Country Printing Office," delivered before the eighteenth annual convention of the National Editorial Association at Omaha in 1903, A. O. Bunnell, editor and publisher of the Dansville, N. Y., *Advertiser*, and one of the best known and best loved newspaper men in the country, said:

"Even as the fragrance of the fruit recalls the long, long days of youth, so the smell of printer's ink revives the memory of my many years in a country printing office. The point touches the register in the spring of 1852, when a printer friend took me into an old-fashioned printing office in Dansville, with furrowed floors steaming mustily with recent exercise of sprinkling pot and broom, but through it all, distinct and penetrating, came an odor new to me, which upon inquiry I learned to be the odor of printer's ink, which I have ever since associated with the printing business."

I confess to the same love for the smell of printer's ink of which Brother Bunnell boasts. And let me add that I fall short only twelve years of the half century of service to which he pleaded guilty eight years ago. The truth is there is no place where I would rather spend my business hours, no place where I feel more at home or enjoy life better than in a printing office. Having spent too many hours in one, some fifteen years ago, however, and having been informed that as my health was of more consequence than my business, I had better shake the dust of Amsterdam from my feet, I acted accordingly, and during the succeeding eight months, in which I traveled 16,000 miles, I made it a point to visit printing offices of all sorts and conditions, wherever I went. Needness to say, I received the glad hand everywhere. One of the warmest greetings was extended by the publisher of the *Miner* at Cripple Creek. The settlement was then in an embryo state. Everything was wide open. The printing office was a sort of shack on an unfrequented road. Upon entering I found a Washington hand press and a few cases of type. The editor, publisher, printer and devil combined was walking across the loose boards which made the floor of the hay-mowish room above in which he lived. Descending by means of a ladder, coatless, vestless, collarless, suspenderless, uncombed, unshaved, unkept; as soon as he learned that I was a brother editor, he welcomed me as cordially and as politely as Sir Philip Sydney or Sir Walter Raleigh might have done. He showed me his meagre equipment with considerable pride, gave me a copy of the last number of his paper and expressed a desire to be of service to me during my sojourn in the camp. What was it, do you suppose, my friends, that awakened this good fellowship? Nothing more nor less than the mutual love of the smell of printer's ink. And so it was, without exception, in every one of the scores of offices that I visited, some of them located in cellars, some in attics and some in palatial structures. In every instance there was manifest the feeling of friendship and good fellowship which characterizes this gathering tonight.

Horace Greeley once told a subordinate to look in a certain newspaper for a certain bit of news. But next day the *Tribune* did not have that particular paragraph. "I couldn't find it," pleaded the understudy. "You should have smelt it," Mr. Greeley replied.

In an interesting talk at a banquet of the New York Press Club, some time ago, Henry Watterson, the famous editor of the Louisville *Courier-Journal*, said: "I was born next door to a print shop, and grew up in a newspaper office. First and last I have filled every newspaper function from galley boy to leader writer. I am proud of my calling and jealous of its good name. Until I gave up all-around, all-night work, I was never so happy as toward the wee sma' hours, when, the boys about me, wires were flashing and feet were hurrying, and the presses were beginning to thunder below. Now that I no longer see the paper to press, it rejoices me to find myself still surrounded by the boys—the boys in the trenches—and to recall the old days and nights, and, in fancy, to believe that there's life in the old man yet!"

In order to be strictly accurate, let me remark that while I love the odors of the printing office, there is a certain time of year when I feel compelled to get away from them, and that time always happens to come just when the trout season opens. It is then that the babbling brook, the glimmering lake, and the bosky dell appeal to me irresistibly. It was a feeling of this sort that prompted our lamented Brother Loadwick to say in his sad farewell to journalism: "In the shadow of some friendly bush I shall woo the god of complacent rest and composure, feeling that the transition from the thralldom of perpetual labor, common to the newspaper publisher, to a haven of absolute peace may aid the forces of nature in securing to me a restoration to former health." Would that he had sought the "friendly bush" earlier in life. After referring kindly to his successor, Brother Reynolds, in the same article, he penned these words, so appropriate to this occasion: "I would be false to an emotion that moves me were I to neglect a word of mention for the 'boys' who have been co-laborers in the production of the paper many years and between whom and myself none other than amicable relations have existed; may health and happiness be vouchsafed them so long as life lasts." And so I say, and so say we all of us, regarding the generous hosts who are entertaining us so handsomely and hospitably this evening.

Speaking of fishing, have you heard the old, old story about the aged colored man who displayed great heroism by quickly diving from a boat after a boy who had fallen out of it into the river which they were depopulating? He brought him up all right, and then rowed for the bank.

When they got out, dripping, of course, a white man who had seen the whole business complimented the old darkey on his heroic act.

"He must be a son of yours?" said the white man.

"No, no, sah; no son o' mine."

"Nephew, then?"

"No, no, sah; no nephew."

"Cousin?"

"No; no cousin."

"Then you deserve all the more credit for saving his life."

"Well, I don't know 'bout dat, boss; you see, he had all de bait in his pocket."

As Brother Willoughby, and the rest of us, recall the past, naturally we bring to mind the tramp printers who were so numerous before the linotype was invented. Nearly all of these traveling gentry were fond of the cup that inebriates as well as cheers. One of them, who had reformed after a fashion, and was about to leave the office where he had been employed for some time, asked the boss for a recommendation and received one stating that he was honest, industrious and sober. After returning his thanks, he hesitated, meanwhile attentively eyeing the document. "What's the matter?" asked the boss, "isn't that satisfactory?" "Why yes, I guess so," was the reply. "But couldn't you make it read 'frequently sober'?"

It was these gentlemen of the road who were often blamed for the typographical errors that seemed to be more numerous in those days than they are now—although I am not so sure that such was the case, as it doesn't require a very powerful microscope to find plenty of mix-ups in these twentieth-century, automobile, flying-machine times. Let me quote a few heart-breakers that have come under my observation. "His blustering bride," for "his blushing bride;" "served with destruction in the Confederate army," instead of "with distinction;" "Enoch in Shin Town," for "Each in Their Turn;" "Irish district court," for "first district court;" "violent selections," for "violin selections;" "alum water," for "alma mater;" "slaughtered a small Italian," for "sighted a small island;" "Red Cross society will fight Corbet," instead of "fighting cholera;" "General Pillow was a bottle-scared veteran," instead of "a battle-scarred veteran;" and "we shall all be hanged," instead of changed—"in the twinkling of an eye." The dropping of a "c" made it appear that good Professor Smart "was never so happy as when he was with his lass," instead of class, and the misplacing of a comma made a crusty old bachelor say, in responding to a toast, "woman, without her man, would be a savage." And then just imagine the feelings of the erudite and susceptible city editor who wrote of the bell of the ball: "Her dainty feet were incased in shoes that might have been taken for fairy boots," and saw it appear in print: "Her dirty feet

were incased in shoes that might have been taken for ferry boats." And yet people wonder that many editors grow wrinkled, round-shouldered and bald-headed prematurely!

At the present time when nearly every editor and reporter "takes his typewriter on his knee," so to speak, there is less excuse for errors of this kind, but with the invention and use of the linotype they have been supplemented by another promoter of agony which exhibits itself principally in the shape of misplaced lines: A dandy specimen may be found in the social and personal columns of this evening's *Recorder*—made presumably, while the boys were hustling to get ready for this dinner. These blunders usually appear in the choicest articles and succeed in turning the most poetical sentiments into the most arrant nonsense. Oh, what wailing and gnashing of teeth do they cause! In the rush and turmoil of getting to press on time, the foreman and make-up insist that a few such sense-destroyers are necessary evils, but I am conservative about bringing myself to that conclusion. As "misery loves company," it soothes my nerves somewhat to note that the big metropolitan journals, which naturally might be supposed to set the copy for us in the matter of correctness, are the principal offenders along this line.

But with all its faults, I love the printing office still and wouldn't exchange it for any other place of business. There are pleasures and advantages connected with it which more than compensate for all its drawbacks, and, to my mind, one of the best of these is the spirit of comradeship and friendship which exists between employers and employes, and which, in the *Recorder* office, has existed in several cases over a quarter of a century and in one case within a year of a third of a century. It is just such things that make life worth the living.

By way of evening up matters, here's a story on an editor, told at a press banquet: An editor died, and was, of course, directed to ascend to the abode of the just. But during the ascent the editor's journalistic curiosity asserted itself, and he said:

"Is it permitted for one to have a look at—er—the othe place?"

"Certainly," was the gracious reply, and accordingly a descent to the other place was made. Here the editor found much to interest him. He scurried about and was soon lost to view.

His angelic escort got worried at last and began a systematic search for his charge. He found him seated before a furnace fanning himself and gazing at the people in the fire. On the door of the furnace was a plate reading, "Delinquent Subscribers."

"Come," said the angel to the editor, "we must be going."

"You go on," the editor answered, without lifting his eyes. "I'm not coming. This is heaven enough for me."

In his "Elegy in a Country Print-shop," J. W. Foley speaks lovingly of "Slim," who's taken thirty off the hook," closing with these lines:

"He set a proof that showed up clean, and did his work up right,
He never shirked by day so he could double-space the night,
The Makeup's dumped, his matter in, his form is closed. you see;
His galley's empty on the rack, his slug is twenty-three.
We don't know what the Cashier's desk will have to give to Slim:
We'll mark a turn rule in the proof and say a prayer for him.
For him the dawn is in the East, it's getting light Uptown,
And thirty's taken off the hook, the last form's going down!"

My friends, let us so live that when we have "taken thirty off the hook," it may be said of each of us: "He was clean inside and out; he neither looked up to the rich nor down on the poor; he could lose without squealing and win without bragging; he was considerate of women, children and old people; he was too brave to lie, too generous to cheat, and he took his share of the world and let other people have theirs."

"Job Display and Criticism Most Interesting."

The Crown Job Printery—Commercial Job Printing of All Kinds—Harvey H. Sherer, Proprietor.

Waterville, Ohio, February 20, 1911.

B. B. Herbert, National Printer-Journalist, Chicago, Ill.

Dear Sir: Enclosed you will please find check for $2.00, my subscription to the Journalist, which I look forward to every month with much anxiety to see what new you have in store for us in store. I think the display and criticism features are most interesting. I am sending herewith also a sample of my new letterhead and order blank and wish you would also *"digest"* the check I am enclosing.

Yours for success and you can be assured I cannot get along without the Journalist. Respectfully yours,

Harvey H. Sherer.

We are showing the Crown Job Printery Check, and the job specimens will receive attention in the "Job Review Department" in April. This idea of printing one's own checks and giving them an advertising value, in showing good work and striking and drawing effects, is a good one. A nicely designed and artistically printed check reaches the recipient at the psychological moment, without obtruding upon the recipient's time, and when there is a favorable, kindly feeling

No.
Waterville, Ohio, Feb 1911
The Crown Job Printery.
HARVEY H. SHERER PROP.
Pay to the order of National Printer Journalist $ 2.00
Two and no/100 Dollars.
TO THE WATERVILLE STATE SAVINGS BANK CO.
WATERVILLE, OHIO.
Harvey H. Sherer

and thought. Printers should remember that their own printed matter used in the course of business is the most effective means of reaching customers and convincing them of the ability to make their printing matter alike attractive. The artist is advertised by his work and if you show a high appreciation of your own business and confidence in the drawing value of your own product to advertise and promote the same, you will inspire alike appreciation and confidence in others, Mr. Sherer makes good use of the "Crown" in his work. It is a neat ornament and serves to impress the name adopted for his printery.

"GREAT PLEASURE FOR MORE THAN TWELVE YEARS."

East Hartford, Conn., Feb. 27, 1911.

National Printer-Journalist, Chicago, Ill.

My Dear Mr. Herbert:—The idea of trying to get out an up-to-date weekly without the assistance of the National Printer-Journalist, is like trying to drive a three-legged horse in a 2:30 class. The Journalist has afforded me great pleasure for more than a dozen years, and I am sanguine enough to say it will continue to do so for the next twelve years, if I am still smelling printers' ink from my sanctum. I enclose check as per invoice.

Thanking you for past favors, I remain,

Yours truly, H. B. Hale.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

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CHICAGO, MARCH, 1911

Never has there been shown in any branch of professional or technical instruction more intelligent activity or more forcible presentations of the reasons for, and the necessity of, special training than by the deans and instructors of the schools of journalism of the Universities of Missouri, Wisconsin and Kansas. We have given large space to what has been said or written by these gentlemen, on the general subject of journalistic education and as to their respective schools of newspaper-making, not only from a desire to be useful in the advancing this branch of practical education—the practicability and the necessity for which have been so ably demonstrated—but for the further reason that all this matter has been full of inspiration, valuable suggestions for, and directly useful to, all newspaper workers.

The cause of journalistic education in the schools has been fortunate to have had at the start such able, intelligent, representatives and expopnents as Dean Walter Williams of Missouri, L. N. Flint of Kansas, W. G. Blyer of Wisconsin, and Merle Thorpe of Washington.

The article entitled "Laboratory Methods in Journalism" appearing in this issue, is but one of many articles on journalistic training, published in the NATIONAL PRINTER-JOURRNALIST during the past few years, and it has seemed that each separate article has had some new and better thoughts than those that preceded. It is certain that every live, active newspaper worker, who has his heart in his work, cannot thoughtfully read Mr. Flint's paper without receiving benefit therefrom and without feeling that much good is to come to the calling from professional education in the well conducted departments of journalism in our schools that have already proved their worth and been so successfully inaugurated. We look forward, with anticipation, to the National Conference of Teachers of Journalism at the University of Missouri on April 21st, and hope to be there, and to meet all the workers in this new field, whom we have known and two score others, and to listen to, be benefited by, record and publish, for the benefit of our readers, all the new plans and ideas that may be brought out in papers and discussions.

* * *

We have been asked for a book devoted to teaching the subject of newspaper circulation. We do not recall any such publication. It should be remembered that securing subscribers to a newspaper is largely a matter of salesmansihp and if we apply the principles of good salesmanship in the work, we will not be without success. Salesmanship, as applied to a newspaper, requires first a publication that is worthy, is adapted to its field, that meets the wants of the peopple whose subscriptions are sought. Then the paper must be made known, through sample copies, sent, preferably, for trial for a week or a month; then a canvass, by a person or persons of pleasing address, must follow and the claims of the publication must be presented and urged in an affable and persistent manner. There is nothing that equals the personal contact or presentation. As a means of advertising, anything that calls favorable attention to a publication is useful, such as personal mentions, voting contests with some worthy object or valuable reward in view. Premiums are used by some of our best papers, but they should be handled only as a species of advertising and not in a way to lead subscribers to feel that they must be paid for taking a newspaper. Circulars giving the departments and contents of the paper are helpful. Further than this, much that is given in the article on "Conservation of Circulation" by Frank H. Burgess of the La Crosse, Wisconsin, *Tribune*, published this month, will be found valuable by way of suggestions. The same interest in, care for, and efforts to serve and please those sought as patrons, that will keep old subscribers, will bring new subscribers.

* * *

Next to production, with all improved anl effective means for economic and profitable increase therein, and conservation thereof—whether of agriculture, mines, forests or factories — comes transportation, to the serviceable press. It has become a well settled principle of law that the Government has the power and duty to control transportation so far as to see that the people are all alike protected in property and person, and assured of just and equitable service and rates, free from all favoritism or discrimination. To fix what rates are just, certain States have undertaken to ascertain just valuation of railroads and to limit charges to such rates as, after paying the cost of efficient and economic operation, will allow a fair profit or interest on the investment made in the construction, equipment and maintenance of the roads. There are many items and complicated matters to be considered and the subject is one concerning which

all newspaper editors, writers and publishers should be intelligently informed, that they may subserve the best interests of their constituents and help in securing their just rights and the general welfare and prosperity, while doing no injustice to transportation companies or anything that would drive away legitimate investment therein to the ultimate crippling of the transportation service, resulting, in the end, to loss to all agricultural and other industrial and commercial interests. It is not our province to discuss these questions here, but ony to call attention to a valuable pub lication, in pamphlet form, issued by the *Railway Age Gazette,* entitled, "Current Railway Problems," by Samuel O. Dunn, that deserves careful reading and consideration by members of the press, to enable the intelligent understanding and treatment of these problems that in their solution involve the prosperity and welfare of the country. The problems discussed are four in number: "Valuation of Railway, with Especial Reference to the Physical Valuation in Minnesota;" "Should Railway Profits be Limited?" "Railway Rates and Railway Efficiency;" "The New Long and Short Hauls." It may be that in the end, it will be found necessary for the country to take over the ownership and management of all interstate railways or transportation lines and agencies, but until that time comes, if ever, the Government must exercise such control as will secure the people, each and all, the opportunity to reach the markets of the nation and of the world at such rates and on such terms as will preserve to the producers their property, and encourage production by insuring reasonable profits, instead of having these eaten up by the cost of reaching the markets. It is wise, always, to remember, so long as private investments are relied upon to provide means for road construction and operation, that, while the Government can and must require the furnishing of sufficient and proper cars when needed, and the handling of freights with proper care and dispatch, and at living or reasonable rates to shippers, the Government cannot compel, through law, the investment of a single dollar of private capital in railroad construction or operation, as has been clearly pointed out by writers and speakers on this subject, so that such investments, in the interests of shippers and of the whole country, must, also, be properly guarded and conserved. The rights of shippers and investors must receive alike fair treatment. These questions should be studied by all newspaper elitors, for there is no city, town, hamlet; no farm, or other industry, that will not be affected by their proper solution, and the enactment and enforcement of proper regulations. Newspapers have a wonderful power through the ability to point out abuses, neglects, discriminations and injustices, if possessed of the intelligence to discover, to discrminate and to make clear and convncing their statements and claims. Well founded newspaper publicity can work wonders in the way of reforms, as well as in preventing abuses.

The co-operation of printers, from the Atlantic to the Pacific, in efforts to establish actual, correct cost-finding systems, and thereby standardizing prices, has reached in its influence and good results far beyond the direct object had in view and extended far beyond the confines of the one calling. The stopping of leaks, establishing of better and more systematic shop practices and business methods; securing greater efficiency and higher appreciation and credit are some of the direct results. The indirect results have been an awakening an interest in other and allied trades and a better understanding and a higher mutual appreciation all around.

* * *

A myth or falsehood, well stuck to, seems, sometimes, to serve the same purpose as the truth. It is a myth that has been fully exploded, over and over again, that furnishing printed stamped envelopes by the Government, at cost, in quantities of five hundred or more, is a saving to Government and reduces the cost of the dead-letter office. Any man that knows anything about business also knows that no one who will invest eleven dollars in postage and envelopes at one time would send out letters in envelopes without a return card printed thereon. Still the Postal authorities, at Washington cling to this fiction, and the majority of our United States Senators have been too busy vindicating (?) a fellow member charged with holding his position as the direct result of bribery, and in maintaining their dignity and in providing jobs for henchmen, in and out of legislatures, and looking after "the interests" to become intelligently informed for themselves, or even to pass much-needed enactments, when fully convinced of their desirability.

* * *

Publishers and printers, in common with all other citizens, especially all such as are engaged in productive industries, business and commerce, are deeply interested in the wise expedition of needed legislation at the Nation's Capital. Constant agitation and uncertainty and delays, as to legislation affecting production and trade, are hurtful to all the people and to none more than to printers and the publishers of newspapers and periodicals who depend on that confidence that leads to constant efforts for the promotion of business through promotive printing and advertising. The delays of legislation by the Senate, while disputing over the unseating or retaining of one of the members tainted with charges of bribing legislators, has cost the country many millions of dollars, and printers and publishers were not among the least sharers in the consequent loss. There ought to be a remedy, and it is to be hoped that the remedy may be reached through the election of United States Senators by the direct vote of the people, as is the President now elected, though, theoretically, and as was intended by the framers of the United States Constitution, through the votes of electors chosen by the different States.

Business Letters and Circulars

Announcement of Meeting of New York State Press Association at Rochester, N. Y., as an Example.

REACHING our desk at about the same time this month, came a work entitled, "How to Write Letters That Win," and a printed letter or circular announcing the approaching Convention of the New York Press Association from Secretary A. O. Bunnell. Their juxtaposition on our desk called attention to both at about the same time, and after glancing through the book and reading the circular, the latter seemed to contain a pretty good illustration of the principles laid down by the former. Hence this unity in treatment. The book is from the System Company of Chicago, publishers of that wonderfully useful magazine, "System." In the book there are given two hundred and forty-seven vital pointers, gathered from twelve hundred actual letters, as to the "How to build letters that command attention, stir desire, bring orders,—how to put the personal touch into a letter," etc. Many of these principles are equally applicable to many circulars and are important to Secretaries, to awaken attention and to secure attendance at conventions as they are to printers seeking business and publishers soliciting subscribers or advertisers. We are told in the book that the model letter "charms the eye, grips, convinces, springs from a mind's eye model, like the architect's drawing or the builder's bridge." There are six essentials in a letter's constitution,—"Opening, compelling attention; description and explanation, arousing interest, argument and proof, conviction, persuasion, inducement, closing, climax and clincher."

Every business letter and every effective circular must have human interest and be logical, mut be magnetic, must "stand out," must dominate.

These are the leading principles laid down, but they are treated upon, illustrated, and carried out into the "two hundred and forty-seven pointers." We might enlarge but every one in business, or who is called upon to write letters or circulars, should have the book and give it careful and thorough reading. Its teachings will help in newspaper writing as well, for the objects of calling attention, interesting, informing, securing conviction, and inducing to action, are all important to every newspaper maker who wants to make his paper serviceable and useful and thereby premanently popular and successful. Now it is not to be presumed that Secretary A. O. Bunnell ever read a book on "How to Write Letters that Win," but he has been always of deep and broad human sympathies, has an orderly and logical mind and has had fifty years' experience as a newspaper writer, beginning with a publication that was, at the first, largely devoted to advertising and has by natural qualities and long activity and experience, reached that manner of writing that may be now more quickly learned by rules. Here is his latest production in the form of a circular that amounts to a most model and logically constructed letter to every member of the New York Press Association, and, published here, gives the news of an important Convention and may well serve as a model to the secretaries of other associations:—

1853 **Fifty-Eighth Year** 1911

New York Press Association

Convention, Thursday and Friday, July 6 and 7, In Rochester : The Flower City.

At a meeting of the Executive Committee of the New York Press Association in Rochester, February 4, it was unanimously decided to accept the cordial invitation of the Mayor and the Rochester Chamber of Commerce to hold the 1911 convention of the Association in Rochester, the date—Thursday and Friday, July 6 and 7.

By the invitations the Convention and Exposition halls and the Chamber of Commerce Assembly room are placed at our disposal free of cost; and citizens generally through their distinguished representatives, promise to take care of us and to demonstrate personally why the "Rochester Spirit" is becoming well known all over the country. Rochester has unusual facilities for caring for her guests in the way of entertainment, hotels, and other accommodations. There are many things of interest and instruction to see in Rochester, including numerous specialized industries, fine public and private buildings, sixteen hundred acres of beautiful parks, etc. In short, Rochester is a thrifty and handsome city of suburban neighborly characteristics and metropolitan potentialities.

The older members hold Rochester in affectionate regard as the place where this Association had its second birth in 1865, after its dormant condition during the years of the Civil War, and with new life entered upon its subsequent vigorous existence. A notably successful meeting of the Association was held in Rochester in 1870, but the promise is bright for a more enjoyable convention this year, even one of the very best of the fifty-eight years of the Association's life.

At the Executive Committee meeting, Willard D. McKinstry of the Watertown Times was elected to the Presidency of the Association made vacant by the death of President Pollard, whose useful life and character were tenderly noted. Mr. McKinstry's ability and zeal in newspaper work promise much for the success of his administration.

President McKinstry and Secretary Bunnell, already considering some features of the program of business and entertainment, will be grateful to members generally for suggestions that will aid them. The experiences of the Saratoga convention of 1910 encourage the belief that the Association with renewed energy is entering upon a life which shall prove ever more useful and enjoyable to its members. The discontinuance of the railroad pass system it was predicted would strike a deadly blow at the Association conventions so far as attendance was concerned, and it did seem to have a serious effect for a few years. But last year gave assurance of a more healthful condition than ever before in the number of new members and the real interest taken in business and social enjoyment.

* * * * * * * * *

The annual convention of the National Editorial Association will be held in Detroit July 10. The delegates to that convention can take in the Rochester convention en route. Members in good standing in this Association who wish to attend the National convention as delegates should promptly notify President McKinstry or the Secretary.

Full particulars of the convention arrangements will be given when completed. Fraternally,

A. O. BUNNELL, Secretary.

Danville, N. Y.

"HELPFUL HINTS," ETC.

HERALD COUNTY REVIEW, WESSINGTON SPRINGS, S. D.
NATIONAL PRINTER-JOURNALIST, Chicago, Ill.

DEAR SIR:—Enclosed find check for subscription to your magazine. I am always on the lookout for the paper, as besides the helpful hints for the aid of publishers, it keeps me in touch with the friends I have made among the members of the National Association. I hope to greet them all at Detroit next July. Fraternally,

FRED N. DUNHAM.

The Newspaper Maker and the Lawyer

THERE seems always to be a very easy and natural transition from the calling of law to that of newspaper editor and we have often felt that it would be fortunate if every editor had been first a lawyer or, at least, had taken a thorough course in the study of the law. It is not very frequently that one is first a newspaper man and then a lawyer. However, this has happened in the case of Thomas E. Peters of the Brooklyn, N. Y. *Times*, and it is possible that his work in the editorial calling attracted or led him into the profession of the law. He was active for many years in efforts, as a member of a committee of the New York Press Association, to secure a more just enactment, in his State, as to newspaper libel, or rather a just libel law, as affecting this modern agency for dissemination of information, that would recognize the new conditions and difficulties surrounding the rapid gathering and dissemination of news of vital importance to the people for the exposing of wrongs and wrong doers and the protection of the people in their rights, and the aiding the citizens of the free municipalities, of the State, and of the Nation, in the intelligent exercise of their duties as sovereign voters or electors—saving them from impositions, frauds, combinations, and the rule of demagogues and corruptionists. He was led into a pretty thorough study of the law of libel and the rights of the people in his work. The Brooklyn *Citizen* of February 1, indicates, in the following, the experiences and conditions that have influenced, prepared him, and opened the way for his entrance upon his new calling:

During his seventeen years service as editor of the *Times*, Mr. Peters realized the advantages of a legal training, and, although busy on the paper, found time to study. He will make a specialty of libel cases, as his education, training and experience in the publishing of newspapers, has eminently fitted him for this line.

Mr. Peters has served in various capacities in the local publishers' associations. He was at one time president of the Republican Editorial Association of the State of New York, he was an officer of the New York Press Association, and connected with the American Newspaper Publishers' Association, always specializing on libel and slander controversies. Three years ago he made a determined stand to have the present law changed so that some value might be placed on retraction, which now is worth nothing in the courts.

He received his early education at Polytechnic Institute, graduating in 1889; four years later he graduated from Columbia College with a degree of Bachelor of Arts. Newspaper work claimed his attention and he entered the service of the *Times*, promptly rising to the position of editor. It was some years before his duties would permit of his study of law, so that it was not until 1909 that he graduated from the Brooklyn Law School and was admitted to the bar.

He is associated with James W. and Charles J. McDermott, with offices at No. 2 Rector St., Manhattan, and during his brief sojourn in the legal world has already attained success in a difficult case.

An editor should most certainly have thorough knowledge of the Constitution of the United States and the Constitution and Statutes of his own Sate and the charter and ordinances of his own municipality. He should also have a pretty thorough understanding of the laws of evidence and of libel, as well as of all other laws or enactments especially relating to the newspaper calling, as well as of equity jurisprudence as affecting the rights of the people. There is real discipline and culture in the study of the law and the decisions of able jurists. Such study brings one's mind into contact and sympathy with the greatest, most cutivated minds, in their efforts to interpret and explain the human relations and rights with which as an editor he has to deal all the time. Law is said to be the perfection of reason and common sense, for which no one has greater or more constant need than has the newspaper man. There is a great deal of so-called law practice that is the perversion of right, reason and common sense, and the newspaper man needs to be armed against and be ever able to expose such perversions. Law, as a principle, underlies all life, all being, all relations, all nature. Its understanding and honest application can but result in peace, harmony, well being, healthfulness in the individual and in the body politic, prosperity, security, happiness and a righteousness that secures the highest good of each and all.

Laurels for a South Dakota Newspaper and a Retiring Editor

VERMILLION, S. D., Feb. 25, 1911.

PUBLISHER NATIONAL PRINTER-JOURNALIST, Chicago, Ill.

DEAR SIR:—Enclosed please find check for $4.00 for which please extend the subscription of Willey & Danforth to the NATIONAL PRINTER-JOURNALIST to December, 1912. Mr. Willey has retired from the firm, having disposed of his interests to Mr. M. E. Sloan, who for fifteen years has been conneected with the office, most of the time as foreman. Kindly change the address from Willey & Danforth to Danforth & Sloan.

We are sending you herewith a copy of a souvenir booklet containing the comments of the State press upon the change in ownership.

I take it that the fee of $4.00 enclosed will not be a bar to the sending of the case of composing rules, as offered in your favor of recent date.

Sincerely yours, E. S. DANFORTH.

The "Souvenir," referred to in the above letter, is gotten up in a very neat form. It consists of matter, evidently lifted from the newspaper columns and printed on sheets of excellent stock, 4¼ x 10¾ in length, and tastefully tied in cream-colored covers with ribbon. The only words on the cover are, "A Souvenir" and "In faithful recognition." A frontispiece shows portraits in halftones from photographs, of E. H. Willey, the retiring member of the firm, as he appeared in 1887, and in 1910. The contents consist of "An Adieu," by Mr. Willey, followed by the kind words said by the papers of the State as to his retirement.

Among other pleasant things, Mr. Willey wrote, in his adieu, the following: "Some printing-office has been my home to a great intent and purpose for nearly forty-eight years. I always have had a love for the typographic art—this was instilled in me most thoroughly by the best printer in the old Green Mountain State, under whom I served the then customary three-years' apprenticeship. So I may be pardoned if I suggest that I have taken no inconsiderable pains in printing a mechanically presentable paper. I believe it has been quite satisfying to the people who patronized it to hear the oft-repeated expression: "*The Dakota Republican* is one of the best papers printed in the State."

"The New Firm" pay a just tribute to the retiring member in words and thoughts that will be appreciated by many of the pioneer newspaper men in the West, who still live to enjoy the fruits of their toil and to remember the days of privation and strenuous effort, as witness the following:

"After having been associated with him for these many long years, it is but natural that we should have absorbed at

least a part of that enthusiasm, earnestness and progressiveness that has made the *Republican* what it is today. When he took hold of the paper twenty-three years ago, it was no more like the paper it is at present than day is like night. But he had faith and confidence in Vermillion and Clay County and his foresight enabled him to plan to always keep abreast of the times. He met and overcame many obstacles in the paths he had laid out to follow. His personal zeal and indomitable will enabled him to pass the rough places is safety. Hard strenuous labor at the 'case' during the day, his editorial work in the home study at night—and long hours they were, too—have been the means of accomplishing the task of placing the *Republican* in the position it today occupies among the weekly newspapers of the State. His heart was in the work, and he gave to his readers the best he had at his command."

Portraits of the present editors and publishers are shown, in all the strength and vigor of nature and young manhood, and, also, an illustration is given of the office building, then follow the "Contemporary Comments on Change of Ownership," that are filled with honest words of commendation and are so replete with high ideals as to newspaper making that we are tempted to quote therefrom at some length, and the evidently just praise is pretty evenly divided between the veteran who worked out success under many difficulties, and the members of the new firm, Mr. Danforth, as boy and man, having been associated with Mr. Willey, in one capacity or another, from the beginning and for sixteen years equally interested in the conduct of the publication, while Mr. Sloan had been "a right-hand man—a skilled and trustworthy foreman" for nearly ten years.

ITEMS OF INTEREST.

Dean Walter Williams of the School of Journalism of the University of Missouri delivered the annual address before the Indiana Press Association at Indianapolis, Friday morning, February 3rd. Dean Williams' subject was "Some Things Schools of Journalism May Accomplish." He was also the guest of honor at the Indiana Press Association banquet on February 2, at which Governor Thomas F. Marshall of Indiana and United States Senator-elect John W. Kern were the other speakers.

A reunion luncheon in honor of Miss Katherine Leckie of New York, editor of the *Delineator*, but formerly of Chicago, was given December 28th in the state suite of the Hotel La La Salle by Chicago newspaper women. An informal reception followed.

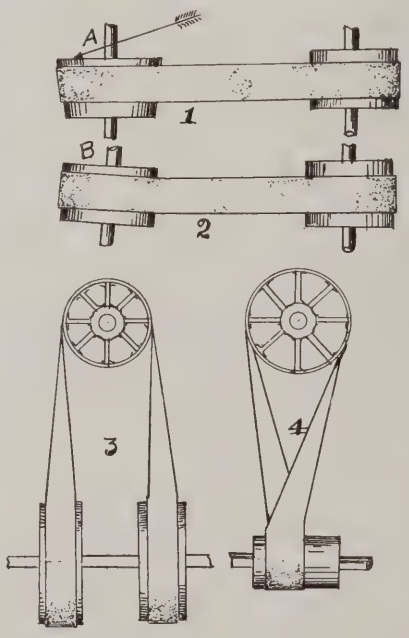
Col. O. G. Munson, private secretary to Governor Davidson of Wisconsin, is getting ready to return to his newspaper work in Viroqua. Ralph Thurber, executive clerk, will resume newspaper work in Richland Center, having an interest in the Richland Center *Observer*.

The Milwaukee Advertisers' Club, which was burned out on the night of its housewarming, December 16th, held its monthly meeting and dinner December 28th, at the St. Charles Hotel. The program included the following features: "What Can this Club Do for Its Members?", Herman Black; "What Can this Club Do for Its City?" William George Bruce; "What Can this Club Do for Advertising?" the Rev. J. E. Copus, S. J.

Stanley Tallman, a Janesville, Wis., attorney, is to start suit for the Inland City Press Association, an organization of Wisconsin city daily newspapers, against the organizers and mangers of the so-called Taft Republican campaign committee for alleged unpaid advertising bills contracted during the recent campaign against Senator La Follette. It is also the intention of Mr. Tallman to endeavor to ascertain under supplementary proceedings who subscribed to the $14,000 fund which was spent by the committee. There may be a legislative investigation of the expenditures of the committee.

The Annual Overhauling of the Mechanical Department

AN annual overhauling of the mechanical department of the printing plant is interesting to all concerned. It is interesting to the foreman, because it reveals to him the defects existing in the power and transmission, the gearing of the presses, the shafting and belting of the electrical power plant, the steam engine or the water wheel, and all of the potent parts of the mechanical division of the establishment. It is interesting to employes for the reason that it gives them an opportunity to investigate into the mechanics of printing and enables them to learn more about their chosen profession. It is interesting and profitable to the designers and builders of presses and printing machinery, for the annual overhauling means that defective apparatus will he discovered, condemned and replaced with new and up-to-date devices. It is interesting to the inventor of printing contrivances and interesting to the so-called printing plant expert, whose business consists in studying the economics of the modern printing plant with a view of suggesting improvements in the system. It is interesting to the owner and manager of the printing office, because after every annual overhauling there is an opportunity to establish new machinery, new lines of shafting,



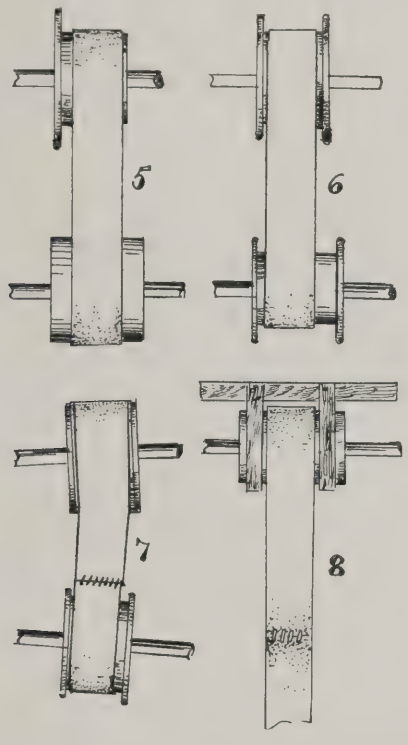
modern systems of power transmission, better presses, higher power boilers and engines, speedier apparatus of all kinds, all of which means to keep in better touch with up-to-date methods of operating a printing plant with a view of successfully competing with the best of printing houses. It is of the matter of practical overhauling of the mechanical department of the plant that we write.

Some men do not go at it right. In one plant where the work was on, I saw the local machinist striving to get a certain driving belt to run correctly on a wheel. The belt operated a counter shaft and the countershaft carried the press wheel. There was a high side on the pulley as at A, Fig. 1. As a rule the belt will take to the high side of a wheel, and this high portion makes the belt run there. In this case a cone-shaped wheel was in service and the belt had a tendency to run to the side A. The workman tinkered with lags and with re-setting of the shaft carrying the wheel, without avail. The belt continued to ride the high side and the leather was torn

and ragged. Finally the workman removed the wheel and did what he should—he substituted the cone-shaped wheel with a flat-surfaced wheel. Then he proceeded to align the shaft by using the straight-edge and a spirit level. In order to get a long throw between wheels and hangers, he cut two sticks of equal length and placed a stick on the shaft at each end of the straight edge, between the wheels and hangers, and levelled in this manner, resulting in getting a true line of the shaft.

In another printing plant a belt was giving trouble because of the condition shown in Fig. 2. The shaft carrying the wheel B was not in a parallel line with the opposite shaft. Hence the belt was drawn far over on the edge of the wheel B at each revolution. This created loss of power and excessive friction of the slipping belt. The defect was easily fixed by adjusting the journals of the hangers so as to get the two shafts alike.

In case you want to run two pulleys on the same shaft in different directions, with the overhead shaft as in Fig.



3. you can do so with the belting arranged as shown in this cut. You will, of course, need separate shafts for each of the lower wheels unless one of the wheels is run loose on the shaft.

I saw a party endeavoring to run a press belt with a half turn as in Fg. 4. The belt would not remain on. The reason was that he had set the center of the upper wheel over the center of the lower one. We fixed this defect very quickly by sliding one wheel over so that the center of the one wheel was directly over the outer edge of the other. This arrangement resulted in the belt retaining its running course on the two wheels.

More belts are ruined in printing establishments due to use of flanged wheels than anyone supposes. I saw a flanged wheel in use like that in Fig. 5. The inner edge of the belt was chaffed, due to scraping on the flange. It is better to go in and use both wheels flanged, as in Fig. 6. You can prevent the edges of belt from wearing off on the inner edges of the flanges by merely recessing the inner side of the flanges. This can be done on any turning lathe in the shop. The recessing leaves only a little of the edge of the flange rim to guide the belt and this rim does not injure the belting.

One printing office machinist had a flanged wheel running with a smooth wheel as in Fig. 7. I asked him why the flanged wheel was employed. He stated that it was used to keep the belt on. The belt was in bad order, due to the grating on the unequal flanged wheel. The shafts were not evenly adjusted. This made the belt run off. We removed the flanged wheel and trued the lines of shafting, after which the belt ran evenly. Fig. 8 shows still another poor combination observed by your correspondent during the annual overhauling of a printing establishment. The belt was retained in running line by means of two rough pieces of wood nailed up as shown. This is a crude mode of holding a belt in line. To attempt to guide a belt in line with pieces of timber placed thus, shows lack of mechanical skill and care. There is no need of disfiguring walls and ceilings of printing plants with pieces of wood tacked up like this. We removed the sticks and after making a few calculations found that the driven wheel was set too far to one side of the driver. In less than fifteen minutes we had loosened the set screws and moved the wheels so as to correspond with each other. Then the wheels ran with their belt without the assistance of side guides.

Editor-Postmaster

W. L. Jones of the Lebanon, Ill., *Journal,* a well known member of the Executive Committee of the N. E. A.,—has been confirmed by the U. S. Senate as Postmaster of his city. In the early days of the colonies, newspaper men were considered as naturally adapted to the holding the position of postmaster by the very nature of their calling. The first newspaper publisher of Boston was a postmaster, and the office seemed to carry with it the special privilege of excluding other local papers from the use of the mails, and the first Boston Editor-Postmaster, exercised that privilege as a matter of fact, to the limit, by refusing to receive or deliver the newspaper published by Benjamin Franklin's brother. Young Franklin looked upon this as an exhibition of meanness and had a reason, for he had to carry around the papers to subscribers. Franklin afterwards wrote that he decided at the time that if he ever became postmaster, he would never be guilty of such meanness by refusing the mails to his competitors, and he kept his word when he became Postmaster of Philadelphia, in which office he evidently made a worthy record, for he afterwards became our first Postmaster-General.

"BEST TRADE JOURNAL PUBLISHED."

Mt. Pleasant, Tenn., Feb. 28, 1911.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—Am enclosing check in payment for another year's subscription to the best trade journal published, the National Printer-Journalist. It has certainly won a home with me. In my estimation there would be much better printing turned out throughout the country if your journal was studied by all men connected with that line of business.

Thanking you for all past honors, and wishing you the best of success in the future, I am,

Very truly yours, J. Percy Matkin.

St. Paul, Minn., Jan. 30, 1911.

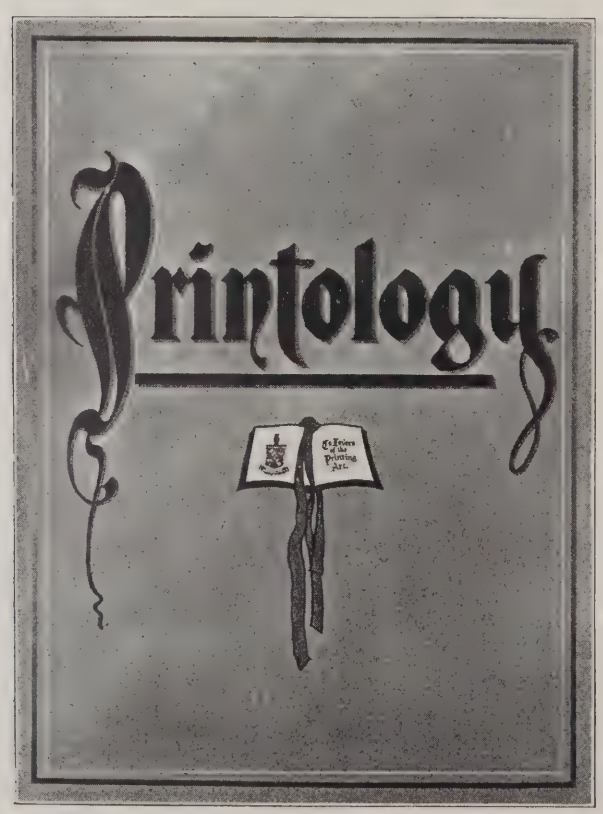
Gentlemen:—At Grantsburg, Wisconsin, a bustling town of 800 people reached by a branch line of our railroad between St. Paul and Duluth, there is an excellent opening for a country newspaper. I think this is an opportunity well worth investigation by some one who is of a mind to start a paper. I thought perhaps you would like to make mention of it in your publication.

Yours truly, A. M. Cleland, G. P. A.

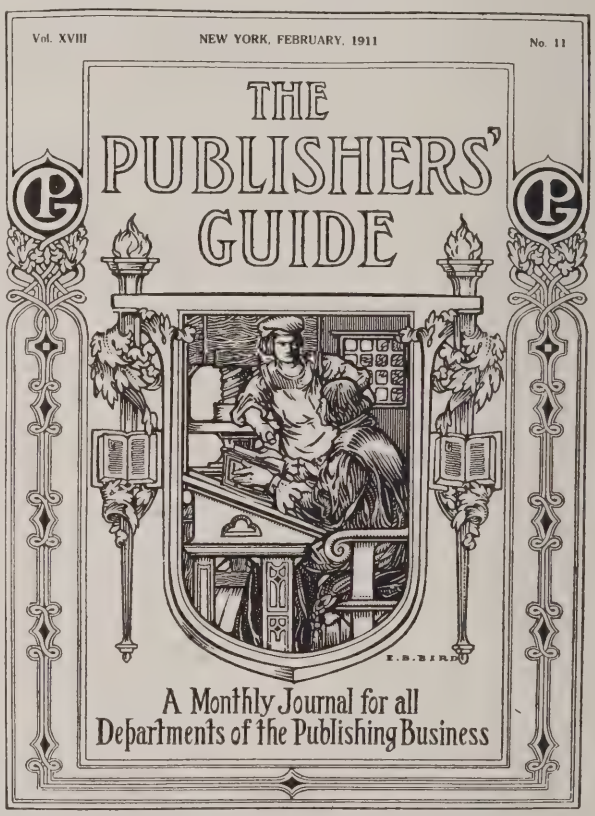
MORE WORK THROUGH PUBLICITY

Send all communications to National Printer-Journalist, 4618 W. Ravenswood Park, Chicago, Ill.

ALTHOUGH the amount of Publicity Matter received this month has not been as large as some months in the past, the quality of the specimens received are far in advance of any previous month. The first to come to hand is a copy of "Printology" from the Regan Printing House of Chicago, Ill. It would cause admiration from any lover of good printing. The inside is printed in orange, yellow and black, and presents a rather unusual effect. The cover is a handsome thing printed in black, grey and gold over a buff tint on white stock, stippled after printing. The cover is shown but it is impossible to show its true value. The booklet is devoted to various phases of the printing world.

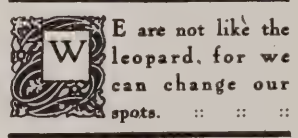


A publisher's announcement in two-color printing, black and orange, on white coated stock, is received from the Publisher's Guide, New York. The first page is a reproduction of the cover of the magazine, the


Vol. XVIII
NEW YORK, FEBRUARY, 1911
No. 11
THE PUBLISHERS' GUIDE
A Monthly Journal for all Departments of the Publishing Business

design of which is well carried out. One readily turns to the inside of a folder of this nature. The clean typography and fine printing attracts and creates an interest in that which it is intended for—the increase of its subscription list. The first page is shown in reproduction.

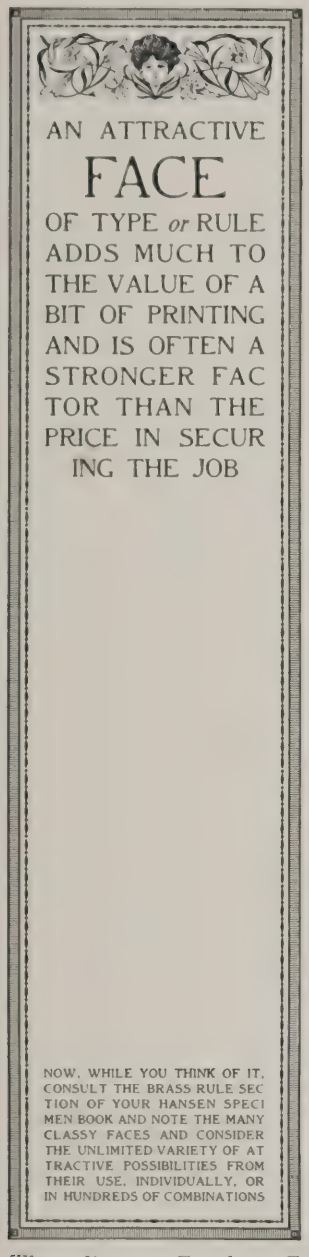
Sinclair & Valentine Co., Chicago, believe in using the small folder to get good results. The typography is very neatly arranged and it is nicely printed in



orange and black. The first page is shown. The wording and arrangement are excellent.

A little one-page circular from the Globe Engraving and Electrotype Company, Chicago, is very classy in the color selection of ink and paper. It is a neat bit of printing and well arranged typographically.

The Hanson Type Foundry issues a circular of very unusual proportions, advertising various printing materials and type-faces. The typography of the Hanson circulars is improving in quality and at the same time enhancing the advertising value of their literature. The page shown from this folder speaks for itself and is pleasing to the typo-critics. It is well arranged.


AN ATTRACTIVE
FACE
OF TYPE or RULE ADDS MUCH TO THE VALUE OF A BIT OF PRINTING AND IS OFTEN A STRONGER FAC TOR THAN THE PRICE IN SECUR ING THE JOB
NOW, WHILE YOU THINK OF IT, CONSULT THE BRASS RULE SEC TION OF YOUR HANSEN SPECI MEN BOOK AND NOTE THE MANY CLASSY FACES AND CONSIDER THE UNLIMITED VARIETY OF AT TRACTIVE POSSIBILITIES FROM THEIR USE, INDIVIDUALLY, OR IN HUNDREDS OF COMBINATIONS

The Barnes-Crosby Company, Chicago, always comes to the front, each time with something a little better than the last. This month it's a handsome little folder. The first page is shown. What more pleasing or striking advertising effect, from an engraver's standpoint, could be secured than in this page on which is a landscape scene printed on a grey background with simply the firm name at the bottom of the page. Advertising of this nature is a study in itself and there is a large field for Publicity Matter of this nature.

The *Practical Printer* shows one of the neatest covers it has exhibited for a long time, both as to stock, printing and typography. It is printed in green and buff on Onyx paper. One is lost without a copy of this magazine monthly. The suggestions and talks on printing matters are invaluable.

Cottrell's Magazine is again before me and is filled with the usual amount of interesting reading. Some pretty good thoughts are expressed in "Just One Man's Opinions," which are well worth perusing. They are given below.

Volume Two	*Cottrell's Magazine*	Number One

MONTH *of* JANUARY NINETEEN-ELEVEN

JUST ONE MAN'S OPINION.

¶Success is in being what we seem to be.

¶In court we always get precedent and seldom justice.

¶People of excessive culture soon lose their point of contact.

¶Did you ever notice that courtesy and a good hotel usually go hand in hand?

¶There need be no doubt about anything,—it is simply a question of persistency.

¶It isn't desirable that a man work like a horse, but rather that a man work like a man.

¶The failure of genius is largely due to over-confidence in ability with a lack of stability.

¶A sore head can make more trouble than a wise head, because he usually has 50 per cent more energy.

¶The reason we like children is that they are natural, and the reason they are natural is that they are sure of dinner.

A greeting from the Montgomery Studios, Leicester, was received this month. I am at loss to know from what state it is sent, but just the same, it is a neat little affair printed in black, red and green, on an India Tint paper for the inside, the cover being a dark antique stock, deckled, printed in black, tied with a black and red plaid ribbon.

PLEASED WITH ADVERTISING RESULTS.

GRAND RAPIDS, MICH., Feb. 8, 1911

NATIONAL PRINTER-JOURNALIST, Chicago, Ill.

GENTLEMEN:—We have your favor of the 7th and wish to state that we have been highly pleased with the returns from your publication and have no idea of discontinuing our advertisement space in same.

We would be pleased to have you advise us when our subscription will expire. Yours truly,

THE HANDY PRESS CO.,
Per M. Edson, Secretary.

A Model Association

KANSAS is noted for many things and has a well-earned fame for progressiveness along all lines. There seems to be an honest attempt everywhere, all the time, for the best accomplishments. The hardy characteristics of the early pioneers with deep convictions, inherited by their descendants, and the strenuous life,—the contest with unpropitious conditions, droughts and grasshoppers,—have resulted in the development of a strong, self-reliant people, who have held to highest ideals, who overcome instead of being crushed by difficulties. God's first command to man, according to the old Biblical account, was to "replenish the earth and subdue it?" to dress and keep the garden. Kansans have lived up to this commandment. The trouble with mankind has been the letting nature subdue them instead of subduing nature. However, it was not our intent to moralize but only to commend and to tell the story of accomplishment. Editor Guy C. Hardy, proprietor of the *Daily Reecord* of Canon City, Colorado, attended the convention of the Kansas State Editorial Association, January 30th and 31st, and, on his return home, printed, in his paper, his high appreciation of the convention and of "the Kansas boys" in the following enthusiastic terms:

I can say unhesitatingly that it was the best attended, best managed, and best entertained newspaper men's convention that I ever had the pleasure of attending, and I have been at several of the National Meetings besides many state gatherings.

I appreciate that I have set down a good bunch of superlatives, and I have looked back to see if any should be cut out but all go as stated without a single reservation.

The Kansas boys are live wires. They are there with the goods. And they not only exert influence and make history but they make money as well.

Of all the states in the Union Kansas is the best newspapered.

Kansas is in many ways I think the best governed state in the Union and it is governed by the newspapers.

In no other state in the Union have the newspapers so much influence as in Kansas, and Kansas has no big city newspapers. They are all country newspapers. Kansas has no city larger than Pueblo and has many cities larger than Canon City.

Kansas has more good country newspapers of the class of the Daily or Weekly *Record* than any other state.

Kansas has more office holders who are newspaper men than any other state.

Kansas has more newspaper men who have become famous in a way than any other state.

There is certainly a great difference between the newspaper fields of Kansas and Colorado. I have wondered if it were on account of the men who make the papers or the people who read them.

The newspapers of Kansas have vastly more influence in all affairs than the newspapers of Colorado.

The newspaper men of Kansas are by far better known over the state than are the newspaper men of Colorado.

Ask any man in any town in Kansas and he can probably tell you the names of twenty newspaper men over the state. Ask any man in Canon City and it will be a marked exception to the rule if he can tell you the names of a half dozen newspaper men outside this county.

I enjoyed and profited by the sessions of the association and I appreciated the handsome entertainment, but what I liked the best about this little trip into Kansas was the meeting with the Kansas newspaper men who are doing things, renewing old friendships, and the forming of some new ones.

The man who wants to learn how his fellow-publisher, especially the more successful publisher, does things, always gains something from attending such gatherings. The live publisher must keep up with the game just as much as the live doctor, the live teacher or live business man.

Here are valuable suggestions strengthened by the examples of success.

The Ninteenth Annual Meeting of the Kansas Editorial Association convened at the Commercial Club Rooms, Topeka, on January 30th and 31st. Secretary Junkin sent out the program in a unique and most pleasing form. The papers and discussions, interspersed with literary numbers, covered a wide field of practical up-to-date topics. Here is the complete program, including entertainments, prizes, etc., given here as affording an excellent example of how they do things in the way of making meetings interesting, useful and entertaining in Kansas, and as showing that the newspaper press does not lack for broad recognition and appreciation in the Sunflower State:—

MONDAY AFTERNOON, January 30, 1911, at 1:30.—Opening prayer by Rev. Charles M. Sheldon; Poem by Walt Mason; "The Two Pulpits,' presented by Anna Carlson of the Lindsborg *News;* Discussion by Ewing Herbert, Hiawatha *World;* Imri Zumwalt, Bonner Springs *Chieftain;* Elmer Peterson, Cimarron *Jacksonian;* "Sworn Circulation," presented by W. P. Feder of the Great Bend *Democrat;* Discussion by L. J. VanLaey, Topeka *Capital;* Circulation Manager Topeka *Journal;* Alvah Sheldon, Eldorado *Times;* "Industrial Education," presented by J. D. Rickman, Manhattan *Industrialist;* Discussion by John MacDonald, Topeka; State Supt. Fairchild; Mr. Adams of Adams Printing Co., Topeka.

MONDAY EVENING, January 30, 1911, at 6:00.—Complimentary Banquet at Masonic Hall given by the Topeka Commercial Club; Welcoming addresses by Mayor Billiard, Governor Stubbs and President Kelley of the Commercial Club; Responses on behalf of the Association by Henry J. Allen, of the Wichita *Beacon,* and Ex-Governor Hoch, of the Marion *Record;* Address, "Morals of Our Day," by Norman Hapgood of *Collier's Weekly;* Short Talks from representatives of the Kansas Senate and House.

TUESDAY MORNING, January 31, 1911, at 9:30.—"The Newspaper in the School Room," presented by F. M. Patterson, Yates Center *Advocate;* Discussion by W. L. Cunningham, Arkansas City *Traveler;* R. P. McCullough, Anthony *Bulletin;* W. C. Palmer, Jewell City *Republican;* "The Daily in a Town of Two Thousand," presented by Walter N. Johnson of the Lyons *News;* Discussion by Frank Hartman, Frankfort *Index;* Geo. Smith, Marysville *News;* "The Hated Opposition," presented by Ralph Tennall, of the Kansas City *Star;* Discussion by Charles Vernon, Manhattan *Mercury;* Gomer Davies, Concordia *Kansan;* Dell Valentine, Clay Center *Times;* E. D. Knox, Alma *Signal;* Charles Hilldebrandt, Council Grove *Republican;* Memorial Committee Report—George W. Martin, Secretary State Historical Society, Chairman; John Gilmore, Fredonia *Citizen;* W. A. White, Emporia *Gazette;* W. T. McElroy, Humboldt *Union;* R. H. Trueblood, Yates Center *News;* "Laboratory Work in Journalism," presented by L. N. Flint of Kansas University School of Journalism; Discussion by Prof. Dillon, Agricultural College; C. M. Harger, Abilene *Reflector;* Fred Harvey Luncheon, by Santa Fe Railway, in their new office building.

TUESDAY AFTERNOON, January 31, 1911, 1:30 P. M.—"Overwork and Rush Jobs," presented by Arthur Riddle of the Minneapolis *Messenger;* Discussion by State Printer Austin; J. M. Best, Clifton *News;* B. C. Crary, Herrington *Times;* L. M. Christy, Larned *Chronoscope;* Harry L. Leonard, Harper *Sentinel;* Chas. Garten, Nickerson *Argosy;* "What Does It Profit a Man," presented by Jess L. Napier, Newton *Journal;* Discussion by F. W. Brewster, Iola *Register;* Harold Chase, Topeka *Capital;* Frank Roberts, Oskaloosa *Independent;* W. E. Blackburn, Anthony *Republican;* W. M. Glenn, *Tribune Republican;* Henry Block, Syracuse; "Running a Weekly in a Country Town," presented by W. C. Markham, Baldwin *Ledger;* Discussion by Phil Keener, Scammon *Miner;* B. L Mickel, Soldier *Clipper;* K. C. Smick, Wamego *Agricultur-*

ist; "The Political Manager and the Newspaper," by J. N. Dolley, State Bank Commissioner; Subjects for General Discussion—"Cost of Production," "The Fight Against the Government Printing Envelopes," "Why not a Dollar and a Half Weekly?" Election of officers and reports of committees.

PRIZES FOR GOOD WORK.—Prizes are offered in competition to Weekly and Semi-Weekly Newspaper in Kansas, as follows: 5,000 C. P. Vo. bond letterheads, either plain or ruled, by the Carpenter Paper Co., Omaha, Neb., for the "Neatest Appearing Paper;" $25.00 worth of type, by the American Type Founders Co., Kansas City, Mo., for the "Best Displayed Page Advertisement," set in American type faces, appearing in a Kansas weekly newspaper; five reams good bond paper by the Central-Topeka Paper Co., Topeka, Kan., for the "Best Displayed Single Advertisement" appearing in a regular issue; engraving work to the value of $20 by the Capper Engraving Co., Topeka, Kan., for the "Best Printed Half-Tone Cuts,' printed in any Kansas weekly or semi-weekly on common news, but not in a special edition; engraving work to the value of $10.00 by the Capper Engraving Co., Topeka, for the "Best Illustrated Edition" of a weekly or semi-weekly paper printed in Kansas the past year; the Kansas City Paper House, Kansas City, Mo., offers 100 steel plate engraved wedding invitations or announcements to the first Kansas editor who gets married after the annual meeting; President Sticher offered a $5.00 cash prize for the "Best Boost" for the Annual Meeting; ten reams fine bond paper, by the Graham Paper Co., of St. Louis, Mo., for the "Neatest Letterhead" printed by any weekly newspaper for its own use; a cash prize by a donor, whose name was withheld by request, for the "Neatest Paper Using Ready Print." The Benedict Paper Co., of Kansas City, Mo., a prize of $20 worth of Oriental Bond for the "Best General Make-up" of any weekly or semi-weekly published in Kansas.

WRITE-UP PRIZES.—There will be a series of prizes amounting to $150.00, offered by the Topeka Commercial Club, for the "Best Write-up of the Convention City," contest open to any newspaper writer in the state who is affiliated with the Editorial Association.

The Topeka *Daily Capital* of February 1st, gave as follows a most instructive and interesting outline of the convention proceedings:—

It was acknowledged that the meetings, which lasted all day Monday and until 5:30 p. m. Tuesday, constituted one of the best, if not the very best, the association ever has held in its existence.

The meetings have been marked by a spirit of good feeling that has pervaded everything done on the floor, has marked every debate, and entered into every controversy, of which latter there were very few. The only trouble was that the limited time necessitated cutting out a number of discussions upon papers that were read before the meetings.

Tuesday afternoon was the business session, and chief, perhaps, among the matters of business to come up was the election of officers for the ensuing year. The result of this was the unanimous selection of W. Y. Morgan, editor of the Hutchinson *News*, to the position of president. He was nominated by Henry J. Allen, of Wichita, and a motion that closed the nominations and made his election unanimous was made by William Allen White, of Emporia.

Clyde H. Knox,editor of the Sedan *Times-Star*, was named Vice-president; Mack P. Cretcher, editor of the *Pantagraph* at Sedgwick, was elected corresponding secretary; Charles H. Brokn, of the Holton *Headlight*, was elected recording secretary, and W. E. Miller, editor of the St. Mary's *Star*, was the convention's choice for treasurer. There was not a contest for any office, every election being ratified by acclamation.

The executive committee subsequently named from the various congressional districts of the State, are as follows: First District—Andrew McLaughlin, Sabetha *Herald;* Second District—C S. Finch, Lawrence *Gazette;* Third District—Herbert Cavaness, Chanute *Tribune;* Fourth District—A. W. Little, Alma *Enterprise;* Fifth District—L. F. Valentine, Clay Center *Times;* Sixth District—W. C. Palmer, Jewell *Republican;* Seventh District—S. P. Gebhart, Pratt *Union;* Eighth District—A. E. Duval, Canton *Pilot.*

On a vote of the convention the same delegates elected at a previous meeting were ratified to go to the National Association meeting, the time and the place of which is now under consideration at a meeting of the executive committee meeting in Chicago. These delegates are: First District—H. C. Stevens, Topeka, and Ewing Herbert, Hiawatha; Second District—W. D. Greason, Paola, and J. W. Sowers, Spring Hill; Third District—E. P. Greer, Winfield, and Herbert Cavaness, Chanute; Fourth District—G. E. Morgan, Peabody, and W. C.

A KANSAS QUARTETTE IN ACTION

J. E. HOUSE WALT MASON BERT WALKER GOMER DAVIES
From the Santa Fe Red Ball, the official paper of the Santa Fe Luncheon.

Austin, Cottonwood Falls; Fifth District—C. M. Harper, Abilene, and Gomer Davies, Concordia; Sixth District—W. C. Palmer, Jewell, and Bert Walker, Osborne; Seventh District—delegates to be named by the executive committeeman; Eighth District—J. Byron Cain, Belle Plaine, and J. C. Dick, Burrton.

LEGISLATION RECOMMENDED.

Other recommendations of the committee on legislation, in regard to which there was very little discussion, and all of which passed without a dissenting vote, were in substance as follows:

The recommendation of the installation of a specific cost system at the state printing plant so that the public may know just what the plant is costing and how much each individual job costs.

That no change be made, as is proposed, in the legal rate of printing legal notices, which at present is $1 for the first insertion of a square of 250 ems, and 50 cents per square of 250 ems for each subsequent insertion, which it is proposed to cut in two. The committee also reported that it opposed any bill which provides for the letting of such printing to competitive bidders, believing that in so doing a newspaper might be established without any circulation, and almost live upon such printing alone.

That no change be made in the price of printing either primary or general election ballots.

That no restriction be placed upon the amount of advertising that any political candidate might wish to do. In this connection it was asserted that a provision prohibiting candidates from advertising would give those who are well known a big advantage over the man who is not well known in making any political fight.

The committee on resolutions submitted its report, which was adopted unanimously. The report, in part, follows:

"The Kansas State Editorial Association, in closing one of its most successful and largely attended conventions, congratulates itself and its individual members on the growing interest in the association's work and the practical character of these annual meetings.

"We appreciate sincerely the cordiality and hospitality with which the city of Topeka has shown its good will toward this association, affording us a meeting that will abide as a pleasant memory. We wish especially to express appreciation of the courtesies extended by the Commercial Club, by the Santa Fe Railroad, the Legislature, F .P. McLennan, of the *State Journal,* to all connected with the local press, and to J. H. Booth, C. A. Reid and R. T. Roby for their generous services in judging the prize contests.

The association again places itself on record as opposed to the policy of the federal government of printing and selling return envelopes at or below cost, as a case of unfair competition with the printing and publishing business of the country. We join other editorial and publishing associations in the United States in urging a discontinuance of this unbusiness-like practice.

"We are in favor of a law requiring all newspaper political advertising to be so designated, and that suitable penalties be provided for disregard of such designation.

"We consider the spirt and purpose of this association to be solely professional and fraternal, and we recommend therefore that the promotion of partisan and political feeling be avoided as far as possible in the arrangements of programe and in the conduct of the affairs of the association.

"The State Editorial Association condemns the practice followed by some editors in this State of doing what is termed "county printing" for nothing or at a ridiculously low price for the purpose of prestige, as unbusiness-like and detrimental to our industry as a whole.

NEWSPAPER'S POWER IN SHAPING POLITICS.

Talking before the Kansas editors upon the subject, "The Political Manager and the Newspaper," State Bank Commissioner J. N. Dolley declared that, in his capacity of campaign manager, he recognized no superiors except the newspaper men.

"I want to congratulate you on your splendid success in this meeting, the best, so I have been informed, that the association ever held," Mr. Dolley said at the beginning of his address.

"I believe in conducting a political campaign as honestly as any other business. I have always tried to be frank and truthful to the newspaper men and have found that the best way to deal with them, for they have always been fair to me, and I have no complaint to make.

"The newspaper men of Kansas have done much for the State. They are not knockers but a lot of boosters. They are always optimistic and never pessimistic, and I have found that the Kansas newspaper man always is ready to do his part, whatever that is.

"Kansas has placed a most wonderful foundation for a great commonwealth. A few days ago I said to a congregation of bankers in Chicago that only 25 years ago, only a moment in the life of a nation, Kansas was begging for alms. And now Kansas is making her mark, and is forging to the front. Again I want to say the newspaper men have done their part.

"I don't believe in condemning any man because he differs from me in his views. We are all creatures of mistakes, the only question is, how few mistakes do we make. We always have erred as a people, but I am thankful that we are members of the greatest race the world has ever known, the Anglo-Saxon race, members of a nation that has done more to teach the world liberty than all the other nations combined."

During the afternoon Jess L Napier, of the Newton *Journal,* read a paper upon the subject, "What Does It Profit a Man." He declared that the profit lay in the man being good and honest and true to his principles, and in publishing a paper in accord with those principles, and not so much in the money he receives for his work, which in many instances is small.

At the close of the meeting yesterday a report of the committee on constitution and by-laws was read, recommending a change that would permit anyone officially connected with a regular publication for as much as a year, to become a member of the association. Previously only editors of publications were admitted to membership.

F. M. Patterson of the Yates Center *Advocate,* presented "The Newspaper in the School Room," urging that the combination of the newspaper and the school room would be the strongest he could think of. The discussion was led by W. L. Cunningham of the Arkansas City *Traveler,* who declared that a newspaper will go wherever its merits take it, and that if it goes into the school room it goes there to be criticised. He said that the idea of putting the newspaper into the school room is a sort of fad, but asserted that it may prove a valuable medium of education in the home.

R. P. McCulloch of the Anthony *Bulletin,* declared the newspapers print the wrong kind of news for children. He said that stories of how women, like Mrs. Schenk, try to murder their husbands is not the kind of education for the public schools, and that he don't want to send such stories as that about Dr. Hyde murdering and attempting to murder a whole family, into a lot of children. He urged keeping the newspaper in the home, and teaching the children to study the constitution of the United States and the Declaration of Independence, after which he said, they might read the newspapers and form proper opinions.

D. A. Brown of the Charles E. Brown Printing Company of Kansas City presented a chart on the cost of production of printing that proved interesting to the editors, especially of country papers. He told of a system of keeping the cost so that an editor might know just exactly what his material and work on the finished job was costing him.

"Laboratory Work in Journalism," was the subject of a paper by Prof. L. N. Flint of the Kansas University. He urged that criticisms of a course in journalism in the university is unfair, as he was not pretending to turn out finished newspaper men, and that he did not believe it would be necessary for one of his graduates to forget all he learned in college when he went into the actual experience of newspaper writing. The discussion was led by Prof. Charles A. Dillon of Industrial Journalism at K. S. A. C. He declared he is a "plug" newspaper man. Among other things he said that the average farmer believes nobody works but the farmers, when, as a matter of fact, if the average farmer should go to work in a newspaper office he would be sick in a week. He told about the Manhattan College paper, the *Industrialist,* and declared that his scholars, many of whom have no idea of going into the newspaper work, are doing fine work in writing for the paper.

"Overwork and Rush Jobs" was the subject of a paper by Arthur F. Riddle of the Minneapolis *Messenger.* It was read by J. M. Best of the Clifton *News,* and interested those especially who have to spend part of their time in the job office in connection with the work as editors.

LIST OF PRIZE WINNERS IN EDITORS' CONTESTS.

The following prize winners were announced, together with the second and third choices by the committee:

Neatest appearing paper, prize of 5,000 bond letterheads by the Carpenter Paper Company, Omaha, Neb.—First, Clay Center *Times;* second, Junction City *Republic;* third, Belleville *Telescope.*

Best page advertisement, prize of $25 worth of type offered by the American Type Founders Company, of Kansas City, Mo.—Wright store ad in the *Southern Kansas Tribune;* second, Krouch ad in the Larned *Chronoscope;* third, Gregg & Sons ad in the Belleville *Telescope.*

Best displayed single advertisement, prize of five reams of good bond paper by the Central-Topeka Paper Company,

Topeka—First, Armstrong ad in the Belleville *Telescope;* second, Kaul's ad in the Holton *Signal;* third, Tuttle ad in the Anthony *Bulletin.*

Best printed halftone cuts, prize of $20 in engraving by the Capper Engraving Company, of Topeka—First, Tracy picture in the Wamego *Reporter;* second, Church of Christ picture in the Peabody *Gazette;* third, Oscar Schnitz picture in the Alma *Enterprise.*

Best illustrated edition of any weekly or semi-weekly paper printed in Kansas in the last year, prize of engraving work to the value of $10 by the Capper Engraving Company, of Topeka—First, Manhattan *Nationalist;* second, Belleville *Telescope.*

Neatest letterhead printed by a weekly paper for its own use, prize of ten reams of fine bond paper by the Graham Paper Company, of St. Louis, Mo.—First, Junction City *Republic;* second, Anthony *Republican.* Letterhead of the Bulletin Printing House considered by the committee, but the name of the paper was not thought to be brought out prominently enough.

Neatest paper using "ready print," cash prize by donor who asked that his name be withheld—First, Kansas *Optimist;* second, Toronto *Republican;* third, Robinson *Index.*

Paper with the best general make-up, prize of $20 worth of Oriental bond by the Benedict Paper Company of Kansas City, Mo.—First, Junction City *Republic;* second, Anthony *Bulletin;* third, Manhattan *Nationalist.*

The report was signed by C. A. Reid, assistant foreman for Crane & Co., J. H. Booth, foreman of the department of the *State Journal,* and R. T. Roby, superintendent of the *Kansas Farmer* and the Western Printing Company.

There were two regular contests that have not yet been decided. One is for a cash prize of $5 offered by President H. C. Sticher for the "best boost" of the annual meeting just passed. The other is a prize of 100 steel plate engraved wedding cards by the Kansas City Paper House, Kansas City Mo., that goes to the Kansas editor who first gets married after the convention.

THE FIFTH DISTRICT EDITORS ORGANIZE.

At the close of the regular meetings of the editors yesterday afternon the editors of the Fifth Congressional District met at the Commercial Club rooms and organized the "Fifth District Editorial Association."

The initial meeting of the new association transacted no business except the election of officers. These were: President, A. Q. Miller, Belleville *Telescope;* Secretary-treasurer, Harry Montgomery, Junction City *Union.*

It is expected that a meeting of the new association will be called in the near future, at which time the regular business of the association, which will include a better acquaintance among the editors of the Fifth District, and other matters that is of interest to the members, will be taken up.

HOW RAILROAD MANAGERS APPRECIATE KANSAS EDITORS.

A superb luncheon, with accompanying program of speeches, tendered to the editors by the management of the Santa Fe, proved one of the especially attractive and instructive features of the convention time.

FLOWERS FROM CALIFORNIA AND FLOWERS OF ORATORY.

The *Capital* gives the story of decorations and feast in glowing terms:

The visitors, as they were ushered into the second floor of the fine new office building, entered a veritable embowered garden. Not an inch of wall or ceiling was visible anywhere, having been completely covered with evergreens brought, for the most part, from California. And the big pillars through the big room, which for a time was turned into a banquet room, were adorned with palm leaves completely hiding them. Even the windows had been garlanded, so far shutting out the light that the light of numerous electric bulbs, hidden in Japanese lanterns, furnished the illumination.

The evergreen trimmings included branches of pepper trees with the red berries on them, leaves from several species of palms, specimens of cacti that are familiar in California, but which have a strange look in Kansas, and a good deal of alfalfa which, for the most part, was hung over the ceiling.

A TABLE OF DELICACIES.

The guests, as they entered the hall, passed before a long table which was "groaning" with the weight of the most wonderfully-prepared things to eat that anybody ever looked at. The things on that table represented the highest artistry in cooking (might have said art instead of artistry, but there wasn't enough sound to it), and they were the best that the Fred Harvey service could produce, which means that they were the best in the world.

It was a shame to eat some of those meats and salads and tarts. Each turkey breast, under the workmanship of Harvey chefs, had become a specimen of art, and when one put a fork into it, and marred the harmony, he felt almost wicked, like he would if he chopped one of Ruben's paintings into bits, and sacrificed it to vulgar hunger and called it "victuals." There is a man by the name of D'Luillery (he looks like a king and maybe he is—anybody who earns as much money as those Harvey House head cooks, could be a king if he wished) was at the head of the cooking department, and directed the work of about a dozen chefs in the preparation of the luncheon.

AFTER LUNCHEON.

Every guest was presented with a current copy of the Santa Fe magazine, for reading after the entertainment at their leisure, and last, but not least, each guest was supplied with a copy of the initial number of the "Santa Fe Red Ball," which contained four pages of reading matter contributed by some of the best known newspaper writers of the State. The publication also contained a number of cartoons, caricatures of well known newspaper and railroad men, which were enjoyed hugely by the guests.

General Manager C. W. Kouns, of the Santa Fe, was the first speaker of the afternoon, welcoming the editors and extending the greetings of the road to its guests. Mr. Kouns said:

"The duty laid upon me at this time is one of a peculiarly pleasant character. It is made more pleasing by the large attendance and the cordial manner in which you have responded to our effort to provide an hour of recreation and good cheer.

"In behalf of the Atchison, Topeka & Santa Fe Railway Company, I wish to extend greeting and a hearty welcome to each and every one.

"Your association has perhaps more power in the establishment of public opinion upon the various questions affecting the whole people than any other agency. It is to your credit that, in that direction, your labors have been uniformly successful in the end. We recognize the great power of the press, and congratulate you upon its conservative use Many of your members have reached a competence and reputation has been a common heritage of your profession. Men like E. W. Howe, Henry Allen, William Allen White, Ralph Faxon, Horace James, Gomer Davies and many others are shedding continuous lustre upon the entire fraternity.

"Just now myself and colleagues wish, more than anything else, that you may enjoy this occasion and carry away with you lasting memories of the enjoyment we want you to have in this hour"

LAST WELCOME THE BEST.

Thomas W. Morgan, editor of the *Republic* at Ottawa, responded to the greetings of Mr. Kouns. He said he be-

lieved that the editors have been welcomed at least six times since coming to Topeka, and that in his opinion the last welcome was the best. He declared that the Santa Fe is the greatest single industry in Kansas, and that for three years the road has worked for the upbuilding of the State.

"It gives me great pleasure to know," the speaker continued, "that the service has been mutually profitable. While the Santa Fe has been developing and enriching Kansas, it has itself prospered in the task, as it was entitled to do, and now ranks first, both in magnitude and efficiency, among the railroad systems of the West."

Mr. Morgan closed his address by hoping for a better understanding between the railroads and the people of the State, and threatened that the next time there is such a luncheon to be given by the Santa Fe, that all of those present yesterday would be on hand again, backed up by half a million more.

William Allen White said he is proud of the Santa Fe, and proud of the country it passes through. He said he was thankful he lived on the main line of such a great road, and called it the greatest railway system of all.

J. D. M. Hamilton, claim agent for the Santa Fe, declared he was glad to meet the representative newspaper men of Kansas all in one body. He then declared that the first ambition of the Santa Fe had been to build up Kansas, and the next to build up the Santa Fe, and that it has accomplished both these purposes, and will go on to further accomplishment.

Frank P. MacLennan talked of how the Santa Fe describes all the points of the compass in going out of Topeka, and asserted that Topeka is a good place at which to start things.

"The Santa Fe has done great things for us," he said, "and a number of the greater railroad men in other roads have begun working for the Santa Fe in the vicinity of Topeka."

He added that he knows the Santa Fe people here have proved loyal to Topeka, and are doing all in their power for the betterment of the city.

Ralph Faxon said he was going to ask the Legislature to pass a bill compelling the Santa Fe to equip and maintain one floor in the big new office building as a lunch room where editors might drop in whenever they come to Topeka for something to eat. He then talked of the "Valley of Content" in southwest Kansas, through which the Santa Fe runs, and declared that the railroad has been the most important factor in the upbuilding of this great country.

BETTER THAN ROME IN ALL HER GLORY.

Harold T. Chase, editor of the Topeka *Capital,* compared the mileage of the Santa Fe in Kansas to the mileage of the roads surrounding either ancient Rome or old Jerusalem. He declared it is a great pleasure to have such a railroad as the Santa Fe passing through Topeka and to have such officials ase are at the head of the system located here.

Frederick Dumont Smith, of Hutchinson, took the occasion to abuse, in a friendly way, nearly every prominent newspaper owner in the State. He said the newspapers have been abusing him for years and now is his time to get even.

Horace James, of Independence, talked of the great success of Kansas as a whole. He said that it is Kansas nature to be extreme, but that back of all was a spirit of justice and recognition of right. He concluded his address by reading a poem entitled, "Kansas is Just What She Is, That's All."

The last speaker was Henry J. Allen, editor of the Wichita *Beacon.* Mr. Allen, on account of a reference to himself in the "Santa Fe Red Ball," to "defend his war record" that he believed had been besmirched. This he proceeded to do, much to the amusement of the auditors.

Country Life Conference

Wisconsin University has a way of being materially useful to the people, and the Wisconsin Country Life Conference, noticed last month, proved in every way a success and led to a permanent organization for rural improvement. Our attendance was upon, and our in--erest largely taken up with, the part assigned to the press, and we publish now our prepared address, for the benefit of publishers, hoping that what is contained therein may be as useful to the newspaper makers as anything else that we could write, for all newspapers, whether large or small, metropolitan or rural, are interested in rural improvement and betterment.

In the last resort, American prosperity and well-being rests on the farms, as does largely the permanent success of the everywhere-reaching newspaper, agricultural and magazine publications.

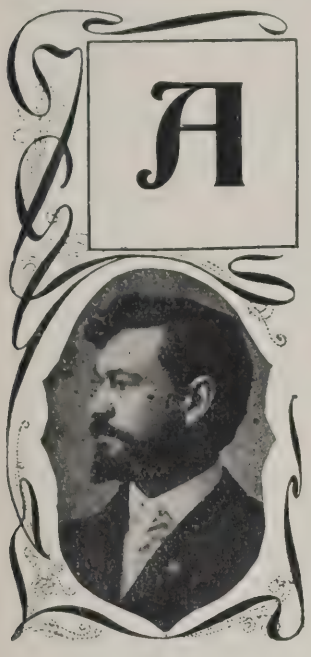
W. H. Hotchkiss, Dunn County *News,* Menominee, Secretary of the Wisconsin Press Association, gave a most instructive and telling talk as to the method and profitableness of useful service by the newspaper to the farmers. He took three hundred farmers of his county, by a special train, paying all expenses, to the State Agricultural College, where he had arranged for a full day's program for their especial benefit. The result was not only increased populariity and circulation of his paper, but a benefit to the farmers, which was estimated at one million dollars by one of the leading farmers, and that amount was actually in sight and capable of computation at the end of two years, on the occasion of a second visit. Mr. Hotchkiss told of other direct work for the benefit of the country or rural improvement. That all this has paid, is shown by the fact that the paper has grown from an estimated circulation of 2,200 in 1906 to a sworn circulation of 3,800 in 1910, as we note from the American Newspaper Annual, and from the further fact that the paper now owns and occupies a twenty thousand dollar office building in a county with a population of only 26,074—one of the best newspaper buildings in the State outside of Milwaukee.

W. H. Bridgman, editor of the Stanley *Republican* and President of the Wisconsin Press Association, presented an interesting paper devoted to the social service rendered by the weekly press to the farmers, and to the value of personal mention, not neglecting the importance of proper attention to the home and farm interests and promotion.

The statements of these editors fully sustained the claims that we had advanced. Two very valuable papers were presented by G. W. Davies, Principal of the High School at North Freedom and by C. H. Eldred, Principal of the Edgar Packard Industrial High School at Marshall. These gentlemen showed the splendid work that is being done at these schools in the way of industrial, domestic science and agricultural education. Some of the incidents were even pathetic, and we hope at a later date to publish these papers in full, in order to suggest to our readers what a field of helpful service to the people and for instructive and enchantingly entertaining news stories is opened by these up-to-date schools that are made to take hold of the everyday lives of the people. We felt more than ever that the schools and the newspapers can and should act together as co-ordinate educational agencies and that such action will prove profitable to the newspapers as well as of immense benefit to the people—inspiring and helpful to the school children and youth.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.



AS many of us have learned, man is prone to selfishness, and thus to live for himself alone; and in this narrow existence he can have but little sympathy for his fellow-beings, their woes and sufferings, their wants and general welfare. In such a mind envy takes possession and hatred follows with its horrid brood; from a mentality in which these malicious foes of virtue dwell it were impossible that thoughts should emanate which might endear the author to his readers or respond with anything like tenderness to the manifold demands that are constantly being made upon a newspaper man. Hence, the utter lack of a place in the newspaper fraternity for any man who has turned over his soul to selfish tendencies. I wrote in my last January installment of the remarkable success of the Fennimore, Wisconsin, *Times*, and plainly pointed as the chief reason for that success, the big-hearted and warm human sympathy of Editor H. E. Roethe. Such a spirit would I admonish all my fellow-editors to cultivate. It has been truly said that no author can put more than his real self into his books, and this maxim is equally true as applied to the editor and his paper. However impersonal may be the natural style of a writer, despite all, his heart shines out between the lines of his paragraphs and breathes the very stuff with which his soul is loaded—be that envy and hatred or truth and honor. This is the immutable law of literature that makes Burns great in spite of his inebriacy, Greely immortal in spite of his exaggerated slovenliness, and Poe the prince of poetical charmers in spite of his alleged slavery to strong drink. Be it far from me to disparage practical education in the calling, or the learning imparted by books and colleges, as essentials to editorial success; nevertheless, I am convinced that of immensely greater worth to the maker of a newspaper is a heart wed to lofty motives and full of perennial love of humanity,—greater even than shrewd commercial instinct and money-grabbing ability; for, as the sweets of inspiration, which must inevitably o'erflow from such a heart through the columns of the paper, touch the public's awakened sense, subscribers are attracted as bees to a clover-clad hillside, and, as naturally as that like attracts like, peace, prosperity and honor must follow.

STOCKTON, KANSAS, December 17th.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—In looking over that excellent NATIONAL PRINTER-JOURNALIST for this month, we have noticed in your Newspaper Criticisms one of a paper published in a town of the same name as ours (Stockton) and it suggested to us the idea of asking you to let us know what you thought of our—*The Stockton Review*—and realize that in all probability you will be able to give us something that may help us in making it better typographically.

The plant is run by an editor, a foreman, a devil, and a Junior Linotype just recently installed. We are not in a position to say that we have an ideal plant, because we have not. Publishing under great difficulty, as is the usual trouble—the country newspaper people complain of, short of type and material.

The paper is not up to the usual standard in the way of make-up on account of the illness of one of the force during the greater part of the week.

The foreman is ad. compositor, cylinder pressman and platen man, and is also in charge of the machine. Being but a boy nineteen years of age, he would appreciate anything in his work that you find to criticise or otherwise. Town is known as a "change weekly," and the ad. work makes one man hustle with as many duties as this foreman has.

With best wishes for your personal success and that of the *Journal*, we are, Yours very respectfully,

THE STOCKTON REVIEW.

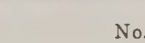
I have to class the Stockton *Review* pretty well along toward the front ranks: It bears evidences of modernity of equipment and an extraordinary local patronage. The news service is evidently thorough, and a live department of editorials is maintained, both of which are commendable features. Editor Baker's style is rather blunt and unpolished, indicating that he has never given a great deal of thought to nice grammatical construction, or, that he has little natural love for driving a pen or pounding a typewriter. I know several men in the calling who simply hate to write; the result is that their effusions are inferior, and lack the fire and enthusiasm that may easily be detected in the writings of those who have a natural taste or talent for literature. Poetical composition is one of the most valuable practices for the improvement of one's diction; entered into with feeling, the necessary search for words for the rhyme cannot fail to enlarge one's vocabulary and put a polish to his expressions. In the present dearth of public interest in the art, of course, poetry-writing is unprofitable on the market, but to all who earnestly desire to improve their style of expressing ideas and simultaneously increase their list of words, I recommmend it as invaluable. The setting of the advertisements in the *Review* is ably done, as is also the printing of the paper. The ad-work shows a skill for display, panel-work, whiting-out and all of the chief elements of good advertisement composition. Exhibit 1 is a full page specimen from this paper, and nicely demonstrates the strong compliment penned above to its creator. About the only suggestion which occurs to me to offer in this brief review, for the improvement of this sheet, typo-

graphically, is the adoption of my ideal plan for make-up—which can be found reiterated to the point of

$1000.00 Worth of High Grade Watches, Rings, Etc., all Going in This Big
AUCTION SALE OF JEWELRY
Commencing Monday, December 19th, 1910, in Which Every Piece Must Go!
A $1000.00 Stock of Jewelry WILL be auctioned off Christmas week beginning Monday evening, Dec. 19th, promptly at 7:30 p. m., and continuing the entire week or until the entire stock is sold. This stock consists of Plain Band Rings, Signet Rings, and Set Rings, also a few Baby Rings; Bracelets, Ladies' Chain Guards, Gent's Chains, Watches. This is a part of the stock which we purchased from B. O. King & Co., and as you all know, is strictly high grade stuff; it does not consist of a lot of cheap goods shipped here to fool the people. Not having had the time to devote to this part of our business, the stock has laid dormant this summer and we take this opportunity to dispose of it. Consequently the cost will be absolutely ignored and will be sold at YOUR OWN PRICE as we no longer care to keep the goods on hand and prefer to have the money wrapped up there. The goods are on display at our store and will be glad to have you call in and see the whole line at any time. Don't forget the date
Elgin and Waltham
$9.50
Rings, Bracelets, Watch Fobs
JEWELRY IS SMALL WARES
Commences Monday Evening, Dec. 19th!
Razors
Mirrors
Toilet Sets
Books and Bibles
Fountain Pens
Post Card Albums
Buy Your Christmas Presents at Thomason's!
Stationery
Hand Bags
Dolls, Etc
Perfumery
PARKER PENS
Pipes and Tobacco
$1 to $7
Christmas Candies
25c to $5
PURE DRUGS
G. R. THOMASON
Pharmacist
North Side Main Street • STOCKTON, KANSAS
The place where you may find the most beautiful and most useful Xmas Presents for your friends

No. 1

proving boresome to regular readers, in back numbers of this journal—which would include the inauguration of a clean front page, of course.



Hot Springs, S. D., Dec. 10, 1910.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—I am sending to you under separate cover, a copy of the *Times-Herald*, and I would be very grateful to you if, through your columns in the National Printer-Journalist, you would tender us a criticism. We are always trying to improve, and I have no doubt that your suggestions would help us materially. Likewise, any compliments would be a just reward for our endeavors.

Thanking you, and hoping to see our paper receive its share of the "bawling out," I remain, Yours respectfully,

E. W. Stanley, Manager.

How admirably the foregoing letter exemplifies the oft-repeated print-shop advertising phrase, that "the quality of one's stationery forms the standard by which one is judged by his correspondents," can but partially be appreciated by my readers. The printed heading and the quality of the fibrous material itself were dignified and pleasing, while the text at once establishes the writer as a user of good English and a worthy member of the calling; for, whoever is striving to improve is a valuable unit anywhere. As I was preliminarily sure it would prove, the *Times-Herald* is a weekly newspaper of exteremely high merit. The initial page is resplendent in its exclusive cleanliness, and each column thereof is replete with sprightly, modestly-headed and headless local news. This issue consists of twelve pages (six-column) and every one of them home-printed. The ready-print is all right under certain conditions, but in a field that will warrant it, and with a plant for successfully handling it, the home-printed way is the only way for me. And without a doubt conditions surrounding the *Times-Herald* are most auspicious for an all-home-printed paper. Withal, makeup of the inside pages of this sheet is not just all that it should be, measured by this department's ideal system; but there is a nice degree of effort toward proper classification, and some minor features that call for congratulation. The advertisement composition is mediocre; due principally to a mixture of typefaces and a too profuse use of underscoring. It would be a marked improvement if the line under the title "Published at the National Health Resort," were re-set in ten-point caps; and the double-column "Town Topics" heading over the locals could be displaced with something more modest, much to the betterment of the front page's aspect, and with more consistency with that page's general styles. In fact, were these short locals relegated to another page (in a quarto page 5 is the usual place for them) and the front page filled up exclusively with headed stories, it would be an improvement very appreciable to everyone concerned.

Minonk, Ill. Dec. 10, 1910.

O. Byron Copper, De Soto, Wis.

Dear Sir:—I am sending you under separate cover a copy of the *Dispatch*, which I would like to have you criticise through the columns of the National Printer-Journalist, in case you see fit. Ordinarily we print eight pages, all home print—this week, you see, we have sixteen. Last week we had twelve, and the next two weeks we will have sixteen each. We use a Junior Linotype, have a 38 x 55 Cottrell press and an Eclipse folder. Our weekly circulation now exceeds 1,900.

Very respectfully, C. R. Denson, Publisher.

Here is another publication, unquestionably, from a territory wherein conditions are most favorable for

The Minonk Dispatch.

C. R. DENSON, Publisher — MINONK, ILLINOIS, THURSDAY DECEMBER 8, 1910 — VOL 38 NO 41

SIXTEEN PAGES IN DISPATCH TO-DAY

LATE COUNTY COURT NEWS FROM EUREKA

CITY WATER TO BE PUMPED BY MOTOR

No. 2

the home-printed plan. Having carefully examined this paper and likewise perused Publisher Denson's

letter as reprinted above, I became possessed with the idea that, if one's ambition in life is to be a newspaper maker, to be the publisher and proprietor of such a wholly excellent and modern sheet as the Minonk *Dispatch* would surely be the attainment of

No. 3

the zenith of one's aims. The front page (which is being illustrated as exhibit 2) is delightfully free of displayed work and sanely balanced off with heads. The Gothic head-letter here employed is the blackest that should ever be used—not black at all in effect,

THE REAL 'XMAS STORE OF MINONK
Minonk's Biggest, Busiest and Best Store
Biggest Stock of Christmas Goods
In Woodford County
VISSERING & KOHL, MINONK, ILLINOIS.

No 4

but gray. The issue I am reviewing is one of the pre-Christmas editions, and is naturally crowded with advertising matter—but there's nothing in any of these many big ads to indicate that the office's typographical or mechanical equipment had been strained in the least—although I am prepared to aver that the amount of matter handled in this one issue—and, by the way, handled so well—is enough to put hundreds of country shops on the hummer right. No wrong fonts appear in any of the ad-specimens, nor is there a single evidence of any detail of the work having been slighted—a delightful condition, I assure you.

Fabrics from over the world
FROM Burma to Scotland, from the beautiful, light colored, dainty madras cloth to the heavy or light mohairs, panamas, cheviots, you will find our assortment complete and our selection as to patterns tasty and
Allen-Caldwell Company 517-519 Chestnut St. Minonk, Illinois.

No. 5

I am reproducing several of the advertisements (exhibits 3, 4 and 5). Editorial work—as in evidence in the news stories, only, for, regrettably, there is no regular editorial department,—shows intelligence and facility. Print is perfect, and withal, the *Dispatch* is a joy to behold. More newspapers like this and fewer of the other kind would bring the country press up to a footing of dignity and respectability heretofore undreamed of.

RUSSELLVILLE, ARK, Jan. 26, 1911.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you under separate wrapper a few copies of the *Courier-Democrat*, with no special object in view, as they are our regular every-day editions. But I thought perhaps a glance at them might help to remove the bad taste from your mouth after reviewing a small-town daily in the current issue of the N. P.-J. Since starting the daily a little more than a year ago, we find that we do not have time to look after the details of make-up, make-ready, etc., that we used to devote to our weekly edition, and even the ads are to some extent neglected because of the rush. But the daily pays, and we propose to keep 'er going, even though we do occasionally long for the leisure time we used to find between press days before its inauguration.

One of the papers which we send gives the latest census report on "how big" Russellville is. We make no attempt to publish a metropolitan daily or to put any of our millionarie competitors out of business, but endeavor first of all to cover the local field, and find that the local field appreciates and supports such a paper. There is one other paper (a semi-weekly) in the town, and still another weekly in the county. Our regular daily edition is four pages, patent side, but we are often forced to print four pages at home to accommodate advertisers.

All our composition is done on a Junior Linotype, which was installed the past summer, and which we find a valuable addition.

Respectfully yours,

J. A. LIVINGSTON.

It is true, that the dose Brother Livingston proffers me takes the bad taste out of my mouth, not by substituting therefore a potion of sweetness, but a twang, if not quite so nauseating as the first, at least a trifle bitter. As I remember the *Weekly Courier-Democrat*, it was a mighty creditable sheet; but, while the daily has some praiseworthy features, it is surely far less pleasing than its predecessor. It is in a mechanical way, only, however, that the *Daily-Courier-Democrat* becomes subject to censure. The contents are beyond reproach, both in extent and character. The editorial department deserves special mention,

being composed of short, spicy paragraphs of political interest. A couple or more displayed advertisements prevents anything like beauty or symmetry in the makeup of the first page, and so the heads are all shoved up to the column tops, with unavoidable disregard of how they come or balance. The abundance of short local mention and the country correspondence both go to substantiate the claim of Editor Livingston, that the paper's main effort is to cover the local field—which ought to be the main effort of every country daily, which, no matter how sanguinely launched, cannot hope to circulate much beyond the local field.

COLBY, WIS., Dec. 11, 1910.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Enclosed find two ads, which I set, and on which I would be pleased to have your criticism, if you see fit. I have been a subscriber to the NATIONAL PRINTER-JOURNALIST about six months, and have been doing job and ad-work for a short time only. These ads were used also as bills. Yours truly,

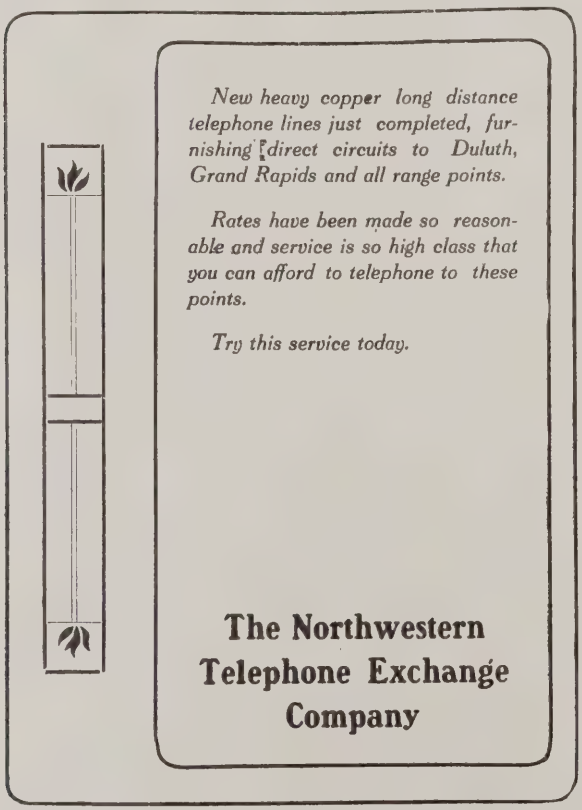
ROBERT HARNEY.

In the main Brother Harney's work is creditable. The ads are well laid out and skillfully paneled. The chief defect has been unavoidable, I presume—referring to the use of several different type faces in individual specimens.

RED LAKE FALLS, MINN., Dec. 24, 1910.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am enclosing herewith a number of copies of ads I have set recently, and on which I want your criticism. I'll admit that I can see one or two defects, which I know you will call attention to, but nevertheless, I suppose there are still some that need attention.


New heavy copper long distance telephone lines just completed, furnishing direct circuits to Duluth, Grand Rapids and all range points.
Rates have been made so reasonable and service is so high class that you can afford to telephone to these points.
Try this service today.
The Northwestern Telephone Exchange Company

No. 6

I noticed in a recent number of the N. P.-J. a letter from D. A. McDonald and a few of his ads. It was while working for him at Thief River Falls that I received my first practical experience in ad work, and I hope he is fortunate enough to see this letter and my specimens. Thanking you in advance for whatever you may say, and wishing you a Merry Christmas and a Happy New Year, I remain, Yours sincerely,

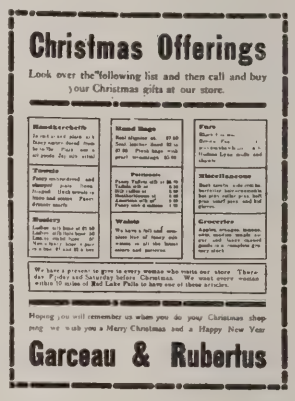
HOMER F. MUSSEY.

From the budget of advertisements which Brother Mussey has sent me I select a few for reproduction (exhibits 6, 7, 8 and 9) the four best specimens in the lot. These are sufficient to stamp their author as an

No. 7

apt pupil of a skilled tutor. In these ads, besides the versatility they disclose, one of the main features for felicitation is the evidence of care in attention to detail. The examples of panel-work show dexterity in the use of rules and exceptional mechanical ability.

No. 8


Christmas Offerings
Look over the following list and then call and buy your Christmas gifts at our store.
Handkerchiefs
Hand Bags
Furs
Towels
Portieres
Miscellaneous
Hosiery
Waists
Groceries
Hoping you will remember us when you do your Christmas shopping we wish you a Merry Christmas and a Happy New Year
Garceau & Rubertus

No. 9

In every instance the compositor has gained a perfect conception of display, and in the specimens illustrated here, an ideal sense of balance has been kept constantly in mind, which, however, is more than is a fact with several other specimens in the budget which are not being reproduced.

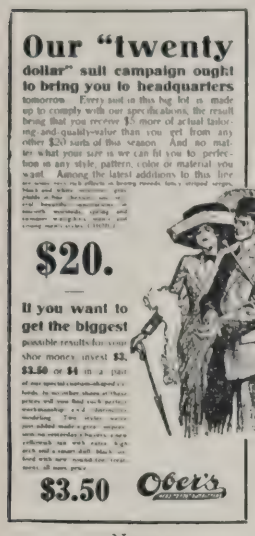
Doubtless some of the finest, sanest examples of up-to-date advertisement setting comes this month from Foreman J. L. Frazier, of the *Daily World,* Lawrence,

They all Look for this Announcement!
Our Great Annual Mid-winter Sale of Manhattan Shirts Begins Tomorrow. Now comes the one time in the fall and winter season when you can buy the finest shirts in America at the cost of the ordinary kinds.
85¢
Ober's

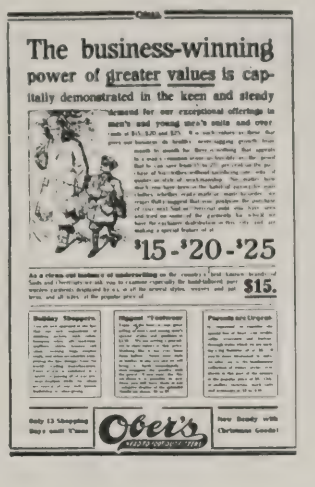
No. 10

Kansas. I am reproducing all of the package, save two, as exhibits 10, 11, 12, 13 and 14. The reader

will observe that all of these fine ads are for the same firm—Ober's, and are doubtless fashioned after a style



No. 11



No. 12

that has been found pleasing in the sight of Ober's advertising man. It's a good style, too; strong, attractive and easily deciphered. My only objection

No. 13

(and happily that does not apply to all of these specimens) rests anent those exaggerated double-rule underscores so profusely in use in some instances. These

No. 14

but serve to weaken the lines under which they appear and complicate their legibility. The wide margins of white usually preserved are highly admired, as are also the panels occasionally thrown in as a relief to what might otherwise become monotony. Wherever ornamentation or illustration appears, it is used with excellent effect and telling judgment.

BENTON ILLS., Jan. 26, 1911.

O. Byron Copper, De Soto, Wis.

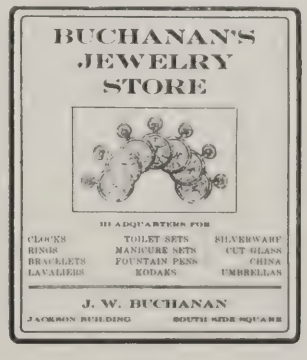
DEAR SIR:—Am sending you a few more copies of the *Republican* for your inspection. Your comment and reproduction of the two ads were certainly appreciated by Mr. Frier and myself. Mr. Copper, if I had my way as to the make-up of the paper, would run the correspondence on inside or last page and have the first page for local and general news—headed articles. The "countrys" are despised by the printer, but, as you say, they are a subscription-getter. We print a few over four reams every week. If you care to use any of the ads, it will be appreciated—one in particular I call your attention to—that of Hart-Williams' store. With the exception of one word the page is set in "Clear Face," one of the American's new faces, and I consider it a very useful letter. As we exchange ads with the other paper, you will find one or two of theirs in the papers I am sending you. Am starting on my thirtieth year in the printing business, and I have tried to keep up with the times, as far as ability and material would permit. Thanking you again for favors shown, I am, Yours truly,

DAN ROSS.

Referring at once to the full-page advertisement to which my correspondent has called my attention particularly, I have to report that the specimen does not please me. The type—the American's Clearface series—is highly pleasing, as Brother Ross suggests, but it is entirely of too light a face for use in connection with two-point rule, used so profusely as in this specimen. Considering the boldness of this rule, especially, there was altogether too much of it used:

No. 15

I mean that where a row of panels occurred across the space, other rules above and below this row of panels were wholly superfluous. And, again, in the second row of panels, the effect would have been far better, with a long narrow panel, subdivided, instead



No. 16

of separated into many panels. By this method greater margins of white could have been secured about the masses contained in each of these blocks, much to their relief. Outside of this the specimen is creditably treated. From this bundle of *Republicans* I am selecting two very well composed ads for reproduction, namely, exhibits 15 and 16.

Newspaper Men Honored by a Dinner

NEWSPAPER men in Texas have been active and progressive for many years; have taken an active part in all State affairs and have received recognition, to some degree proportionate to their general usefulness in promoting the State's worthy institutions, progress and up-building.

The editor of this paper ever remembers with pleasure the meeting of the members of, and delivering an address before, the Texas Press Association at the State Fair in Dallas, in October, 1896. A day was set apart as Newspaper or Editors' day at the Fair; the weather was lovely, and the members of the State press turned out in force, to confer together, to view exhibits, and to help with their pencils and papers in the improvement of agriculture and the domestic industries. That was fifteen years ago, and the development in the last decade and a half has been almost miraculous and beyond believing. Texas had then made a good start and has kept right on improving. There was some as fine stock on exhibit at the State Fair in 1896 as had, up to that time at least, been exhibited at the best fairs in any of our States, but it was then just the beginning of the effort for the improvement of the native breeds of cattle in a State that, up to that time, had been principally celebrated for the "long horns."

Agriculture, all the other industries and institutions and the newspapers, have moved forward together at double quick or, to use a somewhat hackneyed expression, "by leaps and bounds." The splendid buildings in which the newspapers are now housed, as compared with those of 1896, are most gratifying evidences of thrift to every visiting newspaperman. But here is a story of a function in honor of newspaper men at the State Capital, Austin, as given by the Dallas-Galveston *News* that shows that these loyal, industrious, state-promoting newspaper men are given full honor in their own country:

Austin, Texas, January 20.—Hon. Tom W. Perkins, State Senator, publisher of the McKinney *Courier-Gazette,* and inventor of the 'possum and tater supper which has made McKinney famous, gave a dinner to the newspaper men working at the State capital.

The list went somewhat beyond the State House reporters, including newspaper men who, like the host, are temporarily here for the purpose of saving the State.

Gov. Colquitt was an honored guest, because he formerly was a county newspaper man and now wields the blue pencil over legislative copy. President Pro Tem Hudspeth and Speaker Rayburn were on hand as editor-in-chief of the Senate and House Journals.

The entire membership of the Senate was on hand, it being considered that they made much copy. Also, it would be impossible to hold the dinner had they declined to adjourn their sessions up on Capital Hill.

Along with the other guests were Col. W. G. Sterrett, the new game, fish and oyster commissioner, who has been a newspaper man; Tom H. Napier, who stuck type with Senator Perkins many years ago; Lee J. Rountree, of Georgetown, and J. R. Ransome, Jr., of Cleburne, president of the State Press Association.

It having been planned to conduct this affair according to the Senate rules, but in view of the fact that the Senate now has no rules, the game was played according to the rules of the Texas Baseball League. There was no toastmaster, but Senator Perkins put Tom Finty, Jr., up as umpire to direct the game. In lieu of a gavel he used a baseball bat, and the Senators were given to understand that the newspaper men were in control and meant to run things to suit themselves.

In all, some sixty-five guests were present, and all greatly enjoyed the hospitality for which the McKinney Senator is famous.

A FEARLESS EDITOR, A FEARLESS EXECUTIVE.

The San Antonio *Express,* speaking of Governor Colquiett's address, gives the following resume of that portion that had to do with the newspapers:—

He warned his auditors that in their feeling of security it was not unwise to remember that the hidden enemy was ever near ready to strike. He also commended the press as being the best educator in the land, and asserted that the average country editor is a far happier man than the Governor of Texas. He recited his career as a newspaper man, mentioning that he had written his editorials fearlessly and conscientiously, and assured his hearers that when his convictions convinced him he was right he still retained the old fighting proclivities, although he modified his remarks by saying he hoped it would not be necessary to wield the big stick.

Those who responded to toasts, in addition to Governor Colquitt, were the following: Senators C. B. Hudspeth, Quintus Ultimus Watson, R. E. Warren, R. E. Cofer, H. Charles Hume, W. A. Johnson and Tom W. Perkins; Representatives J. F. Nichols, C. E. Gilmore, W. G. Sterrett, Thomas H. Napier, J. R. Ransome, president Texas Press Association; Sheb Williams, Democratic State Chairman, and Scribes: Lee J. Rountree, J. E. Rosser, Lloyd P. Lochridge, M. M. Harris and George E. Kepple.

* * *

Lemuel B. Green, of the Patachogue, N. Y. *Argus,* is always doing things for the press and people of his county. He is patriotic, and secured a proper observance of Lincoln's day this year, by giving a dinner to the Suffolk County Press Association. The Brooklyn *Eagle* in an account of the affair reveals the fact that these Long Island editors are genuine promoters and upbuilders of home interests and institutions as well as dispensers of news; and that they even aspire to the creation of a new State which, though comparatively small in area, will be large in population, in resources and in riches beyond compare:—

There were diversified talks by the editors and others, shop talks, booms for the formation of agricultural and tru-

ant schools, a Long Island Press Association, etc., and all bespoke a very especial reference to the contemplated improvements at Fort Pond Bay, which one speaker stated would positively result in the formation of a new state in this section, composed of New York City and Long Island.

The dinner was given at the Old Oak Hotel, by L. B. Green, president of the Suffolk County Press Association.

In his opening remarks, the host referred to conditions existing in the Fourth Estate of the county, when he became a resident, forty-two years ago, at that time there being only seven newspapers and only three of their editors were still living and in harness. One of the three survivors, Henry A Reeves, was present at the dinner. He then referred to the numerous projects on foot, such as the inland waterway, a port of entry at Fort Pond Bay, the establishment of an agricultural school, work-house for criminals, a public park, etc. He strongly favored a fearless and independent press to advocate the nomination and election of only good men to office.

Charles F. Delano, the hustling young editor of the Amityville *Record,* was taken completely by surprise when President Green presented him, on behalf of the county editors, a handsome cut glass berry and cream set of fifteen pieces. It seems that last spring, Mr. and Mrs. Delano entertained the editors and their wives right royally at Amityville, and this token was given in appreciation of the happy occasion. Editor Delano responded in a bright speech, in which he referred to the brotherly feeling existing among Long Island newspapermen. He spoke of his ideals in publishing a newspaper, and thought it was one of the noblest of callings.

Dr. W. E. Gordon, superintendent of Patchogue's public schools, delivered an address, in which he suggested that instead of sending habitual truants far from home, to institutions where they come into contact with hardened criminals, the county could well afford to establish a truant school within its borders, where such pupils could be cared for in a humane and reformatory way. He appealed to the county supervisors who have power to act in this matter, saying: "Would it not be wise to make provision for turning into lives of usefulness those who might otherwise easily drift into the criminal class?" Dr. Gordon also spoke of the need of a state normal school somewhere on Long Island.

Editor W. M. Hyde of Port Washington spoke of the evident fraternal feeling existing among the brethren of the press of Suffolk, and thought that it was now the proper time for the formation of a Long Island organization with the same purposes in view. He referred with some pride to the success of "Peggy O'Brien's" forum in his town, and thought the idea should spread all through the island.

Some humorous personal experiences were related by Editor H. S. Rushmore of Jamaica. He also spoke strongly in favor of the formation of an island press organization.

Walter S. Funnell, Long Island editor of the Brooklyn *Times,* spoke in favor of an island press association. Frances Hoag seconded the suggestions, and spoke of the many things already accomplished by the Suffolk organization.

Upon motion the following committee was appointed to take up the matter of the formation of a Long Island Press Association, and a meeting will soon be called at Jamaica: Walter S. Funnell and Simon W. Cooper of Brooklyn, H. S. Rushmore, Charles A. White and J. H. Ridenour of Queens County, W. M. Hyde, Henry McAllister and William McCarthy of Nassau, Charles F. Delano, Frances Hoag and L. B. Green of Suffolk.

* * *

The dates from April 17th to 21st, inclusive, have been set for Journalism Week at the University of Missouri.

The Missouri Press Association will open its Summer Shop Talks Convention at the University, Columbia, on April 17th and 18th, and there will also be meetings of other newspaper organizations during the week. On Friday, April 21st, the National Conference of Teachers will also be held at Columbia. The latter ought to include all who, through the editing and publishing newspaper journals are teaching Journalism in the broad field of the whole Nation.

* * *

The Pacific Coast Printers' Cost Congress was held at Portland, Oregon, February 22, 23, 24, 1911, under the management of the following committees and officers:—

Officers:—C. A. Whitemore, President; Robert E. Morrell, Secretary; William Davis, Treasurer.

Executive Committee—S.C. Beach, Robert E. Morrell, Jos. W. Beveridge, A. C. Whitemore, Ed. H. James.

Finance Committee—L. A. Colton, O. R. Ball, Jas. S. Ball, Milton Markewitz.

Entertainment Committee—C. A. Whitemore, Jos. W. Beveridge, J. L. Wright, F. W. Baltes, W. E. Prudhouse, A. E. Kern.

Program Committee—S. C. Beach, Robert E. Morrell, F. W. Chausse.

The following was the interesting program, from the good thing of which we expect to draw much that will be of value and instructive interest, for the April issue of the NATIONAL PRINTER-JOURNALIST:

Wednesday, February 22, 1911, 10 A. M.—Address of Welcome—G. A. Whitemore, Irwin, Hodson Co., Portland, Election of Officers, Permanent Organization; Elementary Cost Finding Systems—F. I. Ellick, Omaha Printing Co., Omaha; Success Through Organization—Franklin W Heath, Secretary United Typothetæ of America, Philadelphia, Pa.

Thursday, February 23, 1911, 10 A. M.—Standardization and Uniformity—J. A. Morgan, Chairman American Printers' Cost Commission, Chicago; Cost and Control—A. L. Scoville, The Press De Luxe, Ogden, Utah; Distribution of Overhead Cost—J. A. Borden, Shaw & Borden Co., Spokane, Wash.; Benefits of Our Vancouver Printers' Board of Trade—R. A. Bindon, White & Bindon, Vancouver, B. C.; History of Price-making Organizations in Seattle—O. V. White, White Advertising Co., Seattle, Wash.; Benefits of a Cost System in Sacramento—Jos. M. Anderson, Sacramento, Cal.

Friday, February 24, 1911—One Strong Organization vs. Several Weak Ones—Wilson H. Lee, President United Typothetæ of America, New Haven, Conn.; Credit System for Printers—I. H. Rice, Geo. Rice & Sons, Los Angeles, Cal.; The Profits of a Cost System in Tacoma—A. B. Howe, Pioneer Bindery and Printing Co., Tacoma, Wash.; A Retrospect of the Printing Trades in Our City—James D. Rountree Secretary Franklin Printing Trades Association, San Francisco, Cal.; A Few Facts Regarding Cost of Photo-Engraving—W. H. Chatten, Hicks-Chatten Engraving Co., Portland, Oregon. Unfinished business and general discussion.

Friday night at 7 P. M., there was served an informal banquet, interspersed with numerous surprises. The entertainment committee had centered their entire energies in this feature and guaranteed to keep up the reputation of the Pacific Coast.

* * *

Minnesota Editors held a most successful convention in St. Paul on Thursday and Friday, February 16th and 17th, and were greeted with a welcoming address by Governor Eberhart in the City Council Chamber, at the opening session. There were three hundred present, two hundred and sixty enrolled members, and twelve new members, besides

the ladies, and it is said to have been the largest meeting in number attending in the history of the association since its organization in 1867. It is worthy of note that D. Ramaley, one of the charter members, was present at this convention, and was re-elected Treasurer for the fortieth time—having served continuously since and including 1872. He shows every indication that he will be on hand at the Semi-Centennial of the organization. Granville Pease, of Anoka, whose membership marks nearly the entire life of the association, and who is hailed as "Papa," acted as toastmasteer at a luncheon in the palm room of the new St. Paul Hotel, on Thursday evening, and C. P. Stine of St. Paul, who has filled the office for nearly a quarter of a century, was re-elected Secretary, while the re-elected members of the Executive Committee: C. C. Whitney, Marshall *News-Messenger;* E. J. Meyst, Western Newspaper Union, Minneapolis, and W. E. Easton, Stillwater *Gazette,* are among the old members who have been in service for two decades, more or less. S.Y. Gordon, of the *Inter-Lake Tribune,* Brown Valley, was elected President, while the Vice-Presidents-elect are First, F. E. Hadley, Winnebago *Enterprise;* second, W. F. Mahler, Springfield *Advance;* third, R. P. Chase, Anoka *Herald.*

A. O. Bunnell, Secretary New York Press Association (See page 188)

The following topics were treated in papers presented:—"The State Fair and the Press," John C. Simpson, Secretary Minnesota State Agricultural Society; "The Country Editor at Home," Elbert Bede, *Bede's Budget,* Duluth; "Gathering Local News and Its Value," A. O. Moreau, *Herald,* Luverne; "County Printing," Charles W. Henke, *Anchor,* Dassel; "Newspaper Consolidation," E. P. Chase, *Herald,* Anoka; "Commercial Club and Newspaper Publicity," E. W. Randall, St. Paul; "The Country Editor and Politics," G. B. Bjornson, *Mascott,* Minneota.

"The Ben Franklin Movement—What It Is and What It Means to the Country Printer," Jens K. Grondahl, *Republican,* Red Wing; "The Method of Arriving at the Cost System of Printing According to the Denham System," Gilbert L. Byron Minneapolis; "What the Printer Learns and What He Accomplishes by the Use of a Practical and Accurate Cost System," Walter J. Driscoll of St. Paul.

* * *

The Salt Lake City *Argus* reports the Annual Convention of the Utah Press Association at Logan, January 23rd and 25th as largely attended, and liberally entertained by the Commercial Club and the Agricultural College, which is spoken of in highest terms as an institution of national repute, which, under the magic regime of Dr. John A Wildtsoe, has grown from an enrollment of 500 to something over 1,100 in three years! A college within whose walls over 500 pupils in English studies and six hundred sturdy "farmer" students, who learn agriculture and its kindred branches in all lines, are crowded.

The college has greatly improved since the writer's last visit there, and is splendidly equipped for the work it was founded to perform. Its shortcoming appears to be in the physical educational department and gymnasium. The little space allotted to the gym. is situated as far as it is possible from the bathing, dressing rooms and lockers, making it a common sight to meet athletes in costumes hardly becoming in the society of students, teachers and others in the ordinary walks of life. It has become the earnest desire of the student body and all friends of the Agricultural College to have a new gymnasium commensurate with the magnitude of the institution. The legislature has been appealed to, to make the necessary appropriation for this very worthy cause.

After holding an interesting session at the Agricultural College, an adjournment was taken to the Woman's Building, where the appreciative scribes were again treated to an elaborate luncheon, after which the cars were taken for the depot.

* * *

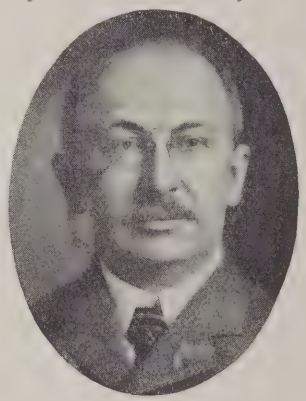
An editorial association was organized on January 31st at Liberal, a growing, enterprising city in Southwestern Kansas. The call for the organization was made by Editor Ray Millman of the Liberal *News.* The editor of the *Mead County News* says of the meeting:

Those who attended were very enthusiastic and as most of the editors in the proposed territory wrote Mr. Millman heartily approving the organization and pledging themselves to take membership, there is no doubt that the organization will flourish from the start.

The following officers were chosen: President, Ray Millman; First Vice-President, Warren Zimmerman; Second Vice-President, I. J. Stanton; Secretary, Geo. N. Harvey; Treasurer, J. B. Miller.

Upon motion the elective officers were designated as chairman of the various committees with power to appoint as many members as necessary.

Geo. N. Harvey and Carl G. Eddy made eloquent pleas



Wm. J. Kline (See page 183)

for their respective towns for the first regular meeting, and it was with some difficulty that the decision was finally made. Mr. Harvey coming out victorious, so Bucklin gets the meeting which will be held the first week in April.

* * *

KANSAS FIFTH DISTRICT EDITORIAL ASSOCIATION

FEBRUARY 20, 1911.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—The Fifth District Editors of the Kansas Fifth Congressional District have organized an editorial association, "For the Promotion of the Fraternal and Commercial Interests of the Craft." Following are the officers:

A. Q. Miller, Bellville *Telescope,* President.

H. E. Montgomery, Junction City *Union,* Secretary.

C. A. Kimball, Manhattan *Mercury,* Ex.-Committeeman.

Yours truly, THE BELLEVILLE TELESCOPE.

Greeley Ceniennial at Greeley, Colo.

A UNIQUE celebration of the centenary of Horace Greeley, the famous editor of the New York *Tribune*, was the observance of the occasion at Greeley, Colo., on February 3rd. Greeley was the inspiration of the colonists who founded the town of Greeley in 1870, naming the little settlement after the man, whose noted saying, "Go west, young man," has done much to build up the western states.

Greeley has grown to a modern city of about 10,000 people, and among the prominent citizens there today are several who came there with the original colonists. Henry T. West, who is the only surviving member of the Greeley Union Colony Locating Committee, is also still living, making his home with relatives in Idaho.

The 100th anniversary of the birth of the great editor was generally observed in Greeley. Flags and bunting decorated the fronts of business houses and pictures of Greeley were everywhere displayed. The formal program

Horace Greeley

included exercises in all the schools and a mass meeting at the Methodist church. Mayor George Houston opened the day's program when he addressed the school students in the morning, his remarks being followed with a musical program and other exercises commemorative of the life and deeds of the man who may be called the founder of Greeley.

At the evening mass meeting the principal address was given by Justice James Garrigues of the Colorado Supreme Court. An interesting feature of the program was the reading of a paper, prepared by Ralph Meeker, son of N. C. Meeker, who was the right hand man of Greeley in organizing the colonists and in establishing the Greeley colony. This son is now one of the editors of the New York Herald and his paper gave interesting personal reminiscences of the great editor.

That Greeley selected well his location for a colony is shown by the successes of those pioneers who followed his advice in 1870 and began their life in the West at Greeley. Statistics show that people live longer in Greeley than in any other section of the country and the truth of these figures is attested by the hardy pioneers who are yet alive although they were middle-aged at the time of crossing the plains to their new homes more than forty years ago.

The city was formally organized June 10 1870, and last June the fortieth anniversary of the colony was celebrated, at which time it was discovered that an abnormally large proportion of the original colonists were still hale and hearty. Their longevity is ascribed to the healthful climate of northern Colorado, the open air life they lived and the freedom of the colony from the vices incidental to the early western towns.

William James Pollard

Late President of the New York Press Association.

On page one hundred and eighty-eight of this issue, is stated the fact of the election of Willard D. McKinstry, of the Watertown *Times*, and one of the ablest, most active, influential and successful publishers of the State of New York, as President of the New York Press Association, to succeed William James Pollard, late editor of the Seneca County *Courier-Journal*, of Seneca Falls, who died in November last, but whose demise, by some oversight, has not before been noted in these pages. Mr. Pollard was at his office Saturday, November 26th, and left about 5 p. m., feeling in unusually good spirits. The *Courier-Journal*, of December 1, told the following pathetic story of his sudden decease: "Later in the evening he complained of pains about his heart, which he attributed to indigestion. These pains kept up until midnight, but did not seem serious enough to him to warrant sending for a doctor, as he had had similar attacks before and they had passed off. His wife, however, became alarmed over the seriousness of the pains and the distressing conditions under which he was suffering, and left him to telephone for a physician. On her return to his room, she found he had fallen over on the bed and his life had passed out.

"It was a sudden and crushing shock to his family and to the whole community."

Mr. Pollard was born January 8, 1861. He was a graduate of Union College, Schenectady, N. Y., and first engaged in maufacturing business, but his education and tastes inclined him to enter the newspaper calling. In 1895 he became editor of the Seneca Falls *Journal*, which in 1902 was consolidated with the *Courier*. Mr. Pollard continued editor and one of the chief owners of the combined papers from the time of the consolidation to the day of his death. His work along editorial lines was conscientious, close and confining, and probably had much to do with undermining a not too robust constitution and bringing about an untimely death. Nevertheless, he loved his work and gave it his best thought and most earnest endeavors. How well he succeeded can best be testified to by his numerous readers and his many newspaper contemporaries, by whom he was highly regarded. As a man he was public spirited, with high ideals, pure in thought and motive, and faithful to every responsibility placed upon him. He never lacked for an intelligent opinion on any subject brought to his attention.

IN THE AMERICAN ROCKIES

At a Washington Editor's Semi-Centennial

PAST-PRESIDENT TOZIER REPRESENTS THE N. E. A. AND TALKS OF MEMORIES, OF PRINTING, AND OF MATTERS JOURNALISTIC.

LAST month we gave, at some length, an account of the celebration in Olympia, Washington, of the semi-centennial of John Miller Murphy, as a newspaper man. On the occasion, Mr. Albert Tozier, a Past-President, represented the National Editorial Association, and said, among other things of a more local interest, the following, that will be of interest to printers and editors throughout the Nation:—

It is a happy privilege to appear, upon behalf of the National Editorial Association, an organization whose membership comprises the ideal expounders and moulders of public opinion—and this public opinion dominates the civilized world.

It is appropriate in this Assembly to aid in this way in the laudable effort to do honor to a member of our fraternity and a past president of one of the State Associations affiliated with our National Association. Delegates from the Washington Press Association, whose membership is represented here to-night, have traveled far from home and honored this State in distant cities, as attendants upon the National Association, as well as at points within the State. On this November 19th, 1910, the State Association has come now to the cradle of the Press of the Northwest Pacific Coast, and in this most healthful Puget Sound Section, sung into fame by Pioneer Frank Henry.

He would be an unworthy newspaper worker indeed whose heart was not moved at this delightful gathering to do honor to him who rocked the cradle of journalism in this grand old

Past President Albert Tozier, Portland, Oregon

growing State, destined by nature to be the commercial center of the Pacific Coast section of the United States and christened the child the Washington *Standard*.

The history and life of the Washington *Standard* is the history and life of Washington Territory and of Washington State. The truths of history are not for the few. Here have we come to see one of the foundation stones of the great temple of American journalism on the Pacific Coast—a temple in which all who dwell are "priests for the temple's service, where the litany is ever praise and filial regard, thanks and high and holy faith."

To this temple the editors, pioneers and historians of the Northwest come for new baptism of unselfish patriotism and high courage. They will learn upon Thurston soil the lessons that none other teach so well. We will learn to be the better American by our coming, to teach and preach and safeguard civil and religious liberty and industrial liberty through all the world.

"Things We Saw In a Trip From Sea to Sea," is a headline that will never be effaced from my memory. The story under that heading appeared in the *Standard* a quarter of a century ago. The last time that I saw that story was in a collection that Grover Cleveland had saved.

Some one has said that a cheerful word given to a tired soul during the struggles of this life is worth a ton of roses placed upon his coffin.

The three organizations represented here to-night exhibit a desire to do honor to the pioneer worker in the newspaper field, while he is yet among the living.

All are here to review the work of days that will return no more, and to mark the trail for ones who are to follow.

Our friend Murphy appears to have been happily named. His parents evidently expected something to happen when they christened him. We have John Koester, of Haerlem, who printed with blocks and compounded an ink about 1438; John Faust, who established a printing office at Mentz, and printed a book in 1442; John Guttenberg, who invented metal types, and commenced printing an edition of the Bible in 1444; John Miller Murphy, who established the first independent newspaper in Washington Territory in 1860. Thus are the Johns first in printing.

The first daily newspapers of record were manuscript letters written by salaried correspondents and forwarded by them every 24 hours from the provinces of England. That was in the days of the early Stuarts. During the commonwealth these letters were printed in type and circulated in large numbers. As late as 1680 the law of libel was such as to make the publication of any newspaper illegal, as tending to provoke a breach of the peace.

As I have followed the life of John Miller Murphy it appears that he has ever been serviceable to the press of the State, by his counsels, his examples and his influence. He has been clean, upright and honorable in all his newspaper work. He has been loyal to his principles while ever considerate of others, and conservative in the expressiion of his views and the measures that he advocated, which he ever strove to advance by well considered arguments and an honest presentation and array of facts. He has been kind and thoughtful of his employes and has ever recognized loyal and superior service.

Every newspaper occupies its own legitimate and limited field, and the Washington *Standard* thoroughly and practically recognized this fact which led it to so carefully cultivate and guard its own field by well directed effort and unflagging enterprise that it never feared failure through lack of patronage, much less from outside depredations.

To be the mentor and inspiration of a community, or city, or state, for advancement, for the promotion of education, the development of noble benevolences, useful industries and needed improvements, is the high opportunity of an ably conducted newspaper. This opportunity is lost, and with it all worthy or permanent success, in the loss of self control through prejudice, partisan narrowness, personal animosity, or jealousy, as well as through the acceptance of subsidies, or bribes from seekers of public pelf, to the destruction of self respect and public confidence.

Newspaper making is a serious business and has to do with the realities of life. It is not all of life to merely exist nor all of death to die like dumb brutes.

The spoken word may be lost, but the printed word has an opportunity to live 100 or, perhaps, 1000 or more years.

Only two years prior to the advent of the Washington *Standard*—August 13, 1858, the first pulse of the cable from Valentia to Ireland had been felt on the coast of North America. The world then was our field, and our field became known to all the world.

Many are the improvements in the printing and publishing line since John Miller Murphy gave to the new territory of Washington the Washington *Standard*. Much progress has been made. Time need not be taken to mention the forward march, but I will call attention to one backward step, and that is in the use of paper. I predict that one hundred years hence the larger percentage of the thousands of newspapers that will chronicle this delightful gathering will be illegible because wood paper will have dropped to pieces. Thus will time bring its revenge.

In the years to come we will recall this meeting in scenes of golden memory and pictures of untarnished silver.

And now, Bro. Murphy, it is my wish that the sunset years of your life shall be your best, and should you care to wander across the Columbia to your sister State, bear in mind that perched on the mountain side in the valley where flows the Hood is a retired printer's cabin where you will ever be welcome:

"Come where lingers the sun's last glow,
And big bright red ripe apples grow."

Second Conference of Central and Western Engravers

THE Second Conference of Central and Western Photo-Engravers was held in Chicago, Friday and Saturday, February 17 and 18, 1911. About seventy-five of the leading engraving establishments located in the territory lying between Buffalo and Denver and Louisville and Duluth, were represented.

Ninety days ago, during the first Conference, those attending were very enthusiastic in their work, and it was predicted that the Second Conference would be fully as large from the standpoint of attendance, as the first. The Photo-Engravers Club of Chicago were a bit skeptical on this point, figuring that a great many attended the first Conference out of curiosity and that it would be extremely difficult to get them to come again.

As an evidence of the sincerity with which the work is regarded by those participating in it and all those who benefited by it, the Second Conference, through its attendance and the work accomplished, amply proves not only the necessity of an organization of this kind, but the fact that engravers really want it and are willing to spend time and money to better conditions

One of the most important problems to be considered by the Conference immediately after the opening ceremonies were over, was the Postal Appropriation Bill, intended to increase the postal rates on the advertising pages of all magazines. If the Bill as presented to Congress, ever carries, it will put a number of magazines out of business as soon as it goes into effect, and will be the greatest blow ever struck the engraving industry, as well as many others. Those attending the Conference were fully aware of the importance of the law and were strong in their protests against it. The Conference sent the following telegram to the Honorable Jos. Cannon, Speaker of the House of Representatives; Honorable Jas. S. Sherman, President U. S. Senate, and to Senator Boies Penrose, Chairman of the Postal Rates Committee:

"The Central and Western Employing Photo-Engravers in Conference assembled, representing employers in the territory from Buffalo to Denver and from Louisville to Duluth, hereby protest against that provision of the Postoffice Appropriation Bill increasing the rate on certain kinds of second class matter, believing that it is contrary to the best interests of the people as a whole and unfair discrimination against invested capital.

(Signed) E. W. Houser, Chairman of Conference."

Individual members of the Conference also sent similar telegrams to their respective Congressmen and Senators.

The following program contains the speakers and the topics assigned to each:—

Friday, February 17, 1911.—Meeting called Friday, February 17, 11 A. M., in Room 1735 Monadnock Block, Van Buren and Dearborn Sts., Chicago.—Greeting—E. W. Houser, Chairman Photo-Engravers Club of Chicago; Response for Visiting Engravers—F. H. Clark, Cleveland; Profiting by Example—W. B. Prescott, *The Inland Printer*, Chicago; Adjournment—12:30 P. M.

Friday Afternoon Session—2 P. M.—Topic for Discussion: "Mistakes of the Past." Speakers—George H. Benedict, Chicago; L. F. Eaton, Detroit; Roger C. Cunnyngham, Kansas City; Willis J. Wells, Chicago; F. P. Bush, Louisville. Adjournment—5:30 P. M. Informal "Good Fellowship" Dinner—7:30 P. M., at Great Northern Hotel, tendered by the Photo-Engravers of Chicago. Louis Flader, Toastmaster. More good fellowship, better acquaintance and some sound logic on Salesmanship. Second Session of the "Don't Worry" Club.

Saturday, February 18, 1911.—10 A. M.—Topic for Discussion: "Future Possibilities." Speakers—Henry Petran, Milwaukee; Lon Sanders, St. Louis; H. J. Baker, Omaha; C. C. Cargill, Grand Rapids; Burgoyne Jones, Cincinnati; Paul Manz, Chicago.

Saturday Afternoon Session.—2 P. M. Topic for Discussion: "What Are We Going to Do About It?"—Speakers—Thos. Heath, Buffalo; Earl Stafford, Indianapolis; Fred M. Gage, Battle Creek; J.J C. Bragdon, Pittsburg; E. Westman, Chicago.

Very able papers were read and a most interesting discussion followed each one. Various Cost Systems were explained and discussed and stereopticon views were shown to illustrate their meaning. In order to facilitate matters and profit by the example set by the printers, the Conference appointed a Cost Committee composed of Messrs. L. F. Eaton, Detroit; Willis J. Wells, Chicago; J. C. Buckbee, Minneapolis; Fred W. Gage, Battle Creek, and Louis Flader, Chicago. This Committee is to study the various Cost Systems now used in engraving establishments and determine upon a uniform method of cost finding as well as codify and define technical terms used in the engraving business.

The next Conference is to be called at the completion of the Cost Committee's report. By a popular vote of the Conference, it was decided that the next Conference would be held in Chicago.

The Conference recognized the following as the correct cost of production. These figures are based upon the cost records taken from a number of shops in various cities, over a period of four years and less:—

1. In estimating the size of half-tones, add ¼ inch to the length and width for bevel.
2. On long, narrow plates, estimate the width as ¼ the length.
3. For retouching or grouping photographs, estimate the cost double the actual expense.
4. The cost of any kind of work in the mechanical departments is three times the labor cost.
5. It costs as much to produce unmounted plates as mounted.
6. It costs $2 to produce a minimum square finish half-tone. Minimum size contains 10 square inches or less.
7. The cost of vignetted half-tones is 50 per cent above the square finish rate.
8. The cost of half-tones finer than 150 line screen is 25 per cent additional.
9. For extra negatives for half-tone groups, add ½ the cost of finished cut size of each negative inserted.
10. The cost of duotones (half-tones from black and white copy) is double the cost of each individual plate.
11. The cost of anchoring half-tones on blocks is 15 cents per anchor.
12. The cost of line etchings on copper is double the cost of half-tones.
13. It costs $1.20 to produce a minimum zinc etching.
14. The cost of zinc reproductions from photographs or steel plate copy, script, penmanship and shorthand is 50 per ent additional to above rates.
15. The cost of etching solid tint plates to register is 50 per cent additional.
16. The cost of etching laid tint plates to register is double the cost of ordinary zinc etchings. Color proofing and Ben Day work should be estimated extra on a time basis.
17. The cost of reverse (white letter) etchings is 50 per cent additional made from ordinary copy.
18. The cost of solid metal bases, 6 cents per square inch with minimum charge of 25 cents.
19. The cost of mortising in wood. Outside mortising 10 cents each; inside, 15 ecnts.
20. Cost of mortising in metal: Outside mortising, 20 cents each; inside, 25 cents.
21. Cost of newspaper half-tones—85-line screen or coarser, etched on zinc, is 25 per cent less than copper half-tones.
22. Conference advises that the practice of furnishing sketches or dummies free of charge, be discontinued.

Conference adjourned Saturday evening, 7:30 P. M.

E. W. Houser, Chairman.
V. P. Nash, Secretary.

Mr. E. W. Houser, President of the Barnes-Crosby Company, sailed on March 2nd on the S. S. Amerika on a tour to the principal illustrating and publishing centers of Europe. Mr. Houser's mission is to investigate manufacturing and business methods in the engraving and allied industries. He is particularly interested in the development of color plate making and intends to give that subject attention and study.

He will visit Berlin, Vienna, Leipsic, Paris and London, and expects to return about the end of April.

An Ad-Sell League

BUSINESS, printing, newspaper making, farming, manufacturing and everything else, in this age, that pertains to men's useful activities, including advertising and ad-selling, are each and all being reduced to a science and being promoted by organization and mutual understanding. All this arises from the intellectual growth and moral upbuilding of men in all the avocations of life as well as from necessity growing out of Earth's greatly increased population and men's greater riches and multiplied wants.

Recently there has been a new organization formed of those directly concerned in advertising and selling, having for its scope, Northern Indiana and Southern Michigan. The aim of the Association is commendable and is applicable to all other parts of the civilized world where business is carried on, and is defined to "be the study of advertising and selling and the promotion of all that is honest and clean in business and the reducing, to the minimum, waste in advertising and, virtually to conserve the best interests of all concerned."

The South Bend, Ind., *Tribune*, gives, in a recent issue, the following talk as to the new agency for better, wiser and more systematic, economic, satisfactory, effective and honest promotion:—

The Ad-Sell league merits the approval in advertising and selling but it deserves the attention of all, for all are indirectly concerned in advertising and selling. The truth of this point is becoming more patent each day. Every manufacturer, every business man, every producer and every consumer is concerned in advertising and selling.

It is also a fact that in both advertising and selling there are few precedents to guide the way, just as is the case with the newspaper of today. The men directly concerned in advertising and selling are creating precedents. They are blazing a trail. Modern business is new. Methods of today are not those of yesterday. The business man is the all impor tant factor. Business is the big controlling force. Time was when business men and business were of small consequence beside professional men and professions, but that time has passed, and today business men and business are pre-eminent. With the change in conditions have come the advertising and selling experts, and yet the experts of today have little or nothing to go by.

What has all this to do with the Ad-Sell league? Simply this: The league, composed of keen men clearly understanding present conditions, knowing that only through organization can anything like a science be formulated, are geting together. They want to learn more of the things in which they are most vitally concerned. And how better than through communication of ideas and experiences?

The Ad-Sell league is but one of many similar organizations. The league is affiliated with the Associated Advertising Clubs of America. The various organizations so bound together are all interested in the study of advertising and selling. An educational programme has been outlined. Ten subjects are to be considered; in some instances are now being considered. These subjects run as follows: "Why This Club Exists;" "The Moral Essentials of Good Advertising;" "Formulating a Plan of Campaign;" "The Practical Use of Science in Advertising;" "Advertising Successes and the Reasons for Them;" "Who Pays for Advertising?" "Advertising Mediums—Basic and Supplementary;" "The Retailer and Nationally Advertised Goods;" "The New Applications of Advertising;" "The Boston Convention of 1911."

BUSINESS AND OTHER NOTES

WINNERS IN THE HOLIDAY DECORATORS COMPETITION.

The American Type Founders Company offered $200 in prizes for the best specimens of Holiday Printing, showing appropriate use of the Holiday Decorators cast by that foundry and specimens of which were shown in the September issue of the American Bulletin, which contained also the announcement of the contest with notice of the prizes awarded. Up to the time that the contest closed, January 1st, a large number of specimens had been received from printers all over the country. The judges who decided the contest were: Louis H. Orr, of the Bartlett & Orr Company, New York City; Mr. F. B. Corday, President of the Corday & Gross Company, Cleveland, Ohio; and Mr. Fred Gottschalk, Secretary Ben Franklin Club, St. Louis, Mo.

Winners of the Holiday Decorators Competition.

First Prize—$30.00—McMullin & Woellhaf, Hedge Bldg., Burlington, Iowa.

Second Prize—$25.00—P. H. Lorentz, Knight-Errant Co., Buchannon, W. Va.

Third Prize—$20.00—Will A. Smith, Whittier, Cal.

Fourth Prize—$15.00—John W. Cherry & Son, 87 Commerce St., Norfolk, Va.

Fifth Prize—$10.00—Arthur M. Bennett, The Bennett Press, Worcester, Mass.

Twenty prizes of five dollars each to the following:

Baruch & Louis, 211 High Ave., S. E., Cleveland, Ohio.
Coffelt, R. M., Junction City, Kansas.
Chaney, J. H., Colonial Art Shop, Pasadena, Cal.
Connell Ptg. Co., Gulfport, Miss.
Drechsler, J. Harry Co., 230 Cortland St., Baltimore, Md.
Frazier, J. L,, Lawrence, Kansas.
Hallett, Arthur G., 627 Minerva St., E. Liverpool, Ohio.
Hyde Bros., Marietta, Ohio.
Kiracofe, Harry L., Marken & Bielfeld, Frederick, Md.
McMullen & Woellhaf, Hedge Bldg., Burlington, Iowa.
Macbeth, George, R. H., Conner Co., Buffalo N. Y.
Moore, George A., Moore's Ptg. Co., Newburg, N. Y.
Ness, A. K., McMullen Ptg. Co., Cheboygan, Mich.
Phillips, John A., 17-19 Rose St., New York City.
Riley, J. W., Shelly Ptg. Co., St. Louis, Mo.
Solomons, Chas. P., 226 Fifteenth St., Brooklyn, N. Y.
The Winfred Arthur Woodis Press, 58 Front St., Worcester, Mass.
Tucker, J. F., Marsh Ptg. Co., New Philadelphia, Ohio.
Vogel, A. E., Nutfield Press, Manchester, N. H.
Watkins, J. W., The H. & W. B. Drew Co., Jacksonville, Florida.

"BIG HEADS."

Under the above caption or title, the Mergenthaler Linotype Company has issued a very neat pamphlet treating, in an instructive, entertaining and practically useful manner, of the Linotype Head Letter Equipment. This improvement, one of many that have all along and are constanly being made, further enlarges the wide field covered by the Linotype. By its use, it is possible to set newspaper heads up to thirty-six point on the Linotype direct from the keyboard, giving the Quick Change Machines from five point to thirty-six point in body and five to forty-two point in face. The equipment necessary for composing these large headings can be applied to any outstanding Linotype, with the exception of Model 1—the first or original narrow magazine machine. The

parts necessary to apply the new attachment, together with prices are fully given. An attractive showing is made of head letter faces and twelve pages are devoted to the display of newspaper headings, that are models of composition in that line, fully illustrate the capabilities of the machines with new improvement, and presenting suggestions and instruction in most pleasing object lessons. Explanatory notes are printed in red with each separate heading, giving the names of fonts, the model of the machine and the keyboard layout used. On the closing pages of the pamphlet diagrams are printed, giving the nine keyboard layouts used in the composition of the newspaper headings. All the composition of the booklet, including heads, rules, dashes, borders and spacing material is Linotype product throughout, a fact that helps to impress and enforce the motto, "The Linotype Way is the Only Way."

"STUNTS" IN NUMBERING.

In the April and May, 1910, numbers of the National Printer-Journalist appeared an announcement by the Wetter Numbering Machine Company, of Brooklyn, N. Y., in which was offered prizes for articles describing actual working results obtained from the use of its numbering machines. The entries were submitted to a committee composed of Herbert M. Bingham, of Bingham Brothers Company; Henry L. Bullen, of the American Type Founders Company, and Frank E. Colson, of *Newspaperdom,* who awarded the first prize of forty dollars to H. R. Hayes, superintendent of the printing department of Kistler Stationery Company, Denver, Colo., and the second prize to J. Warren Lewis, of W. W. Browning & Co., Ogden, Utah. Mr. Hayes' article described what he calls a "stunt" in numbering books. It read as follows:—

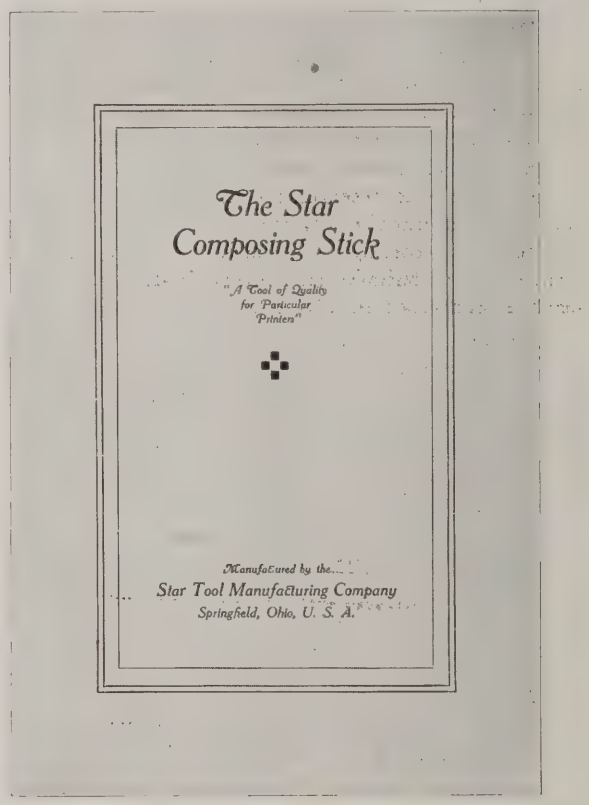
There were five thousand coupon books of twenty leaves, of five coupons each, and cover—each coupon numbered to correspond with cover, or 505,000 numbers in red ink. Only having twenty-one machines and the coupons being too small to allow machines side by side, we were forced to figure out a "stunt." The sheet was run eight sheets up of five coupons each, heads out. Wetter machines were set at 1,626, 1251 and 1876 on the first, third and fifth coupons of each leaf on one end of sheet and at 2501, 3126, 3751 and 4376 on second and fourth coupons of each leaf of the other end of sheet. Six hundred and twenty-five sheets were run and sheet turned around, the machines on the first, third and fifth were made to read 2501 3126, 3751 and 4376, while the second and fourth were made to read 1,626, 1251 and 1876 and the same six hundred and twenty-five sheets run again. This same "stunt" was done twenty times or twenty-five thousand impressions, thus making twenty leaves of each number and also running the cover number at bottom on six hundred and twenty-five sheets, eight covers to a sheet, with frisket over balance of Wetter machines. The entire run was made in twenty-three hours and ten minutes at seventy-five cents an hour, or $17.38. Had the job been numbered in the bindery the cost would have been 505,000 numbers at twenty cents per thousand, or $101, showing a saving of $83.62 on this one job.

The committee remarked that Mr. Hayes' entries show him to have a remarkable fund of resource, which he uses to the benefit and profit of his employers.

Mr. Lewis' article was commended for its careful preparation.

Another "stunt," as described by Mr. Hayes, was a small run of five thousand tickets of two numbers each to tide a new railway over until their large order came from the ticket printers in the East. Tickets being narrower than machines, the stock was cut eight on, printing two type forms and four machine at one impression, type printing on first and third on one end and machines on second and fourth on other end. Six hundred and twenty-five sheets were run and twisted, the gages then moved to bring type on second and fourth and machines on first and third and the same six hundred and twenty-five sheets run and twisted again. Thus printing and numbering was done at one impression, producing the total ten thousand numbers without cost, and finished the job at once, which meant much to the railroad company, as the shortage was not discovered until the tickets were needed.

The sale has been closed of the *Herald,* of Baker City, Oregon, to Messrs. C. C. Powell and F. W. Tenney. The buyers were both until recently in the advertising department of the *Journal,* Boston, Mass. From Massachusetts to Oregon seems a long leap in change of business, but then, a few thousand miles more or less, matters little in this great American Nation, and Oregon is just at present drawing heavily on the East as she well deserves. If we remember rightly, B. E. Kennedy of the *Herald,* presented an interesting, practical paper at the Convention of the National Editorial Association in Portland in 1899, on the manner of conducting an evening daily in a small-sized city. He evidently knows how, for with a population of seven thousand in the city and 16,320 in the country, the *Herald* is credited with a circulation of 2,750 for the daily and 4,500 for the weekly. Messrs. C. C. Powell and F. W. Tenney were both clients of C. M. Palmer, Newspaper Broker, 277 Broadway, New York City, through whom the purchase was negotiated and the sale concluded.



On account of increasing trade and to accommodate printers in Ohio, Michigan and Western Pennsylvania, the Sigmund-Ullman Company, manufacturers of printing inks for all purposes, found it necessary to open a branch in Cleveland, Ohio. The establishment is fully organized and equipped to cater to every requirement in their line.

The Basolio Ink & Color Co., of New York City, have secured the manufacturing property, covering five city lots, 100 by 125 feet, located at 516 to 524 West Twenty-fifth St., which will be occupied in the future for the factory and main office. The location affords 44,000 square feet of floor space and both the dry color and the ink grinding plants will be greatly enlarged in order to take care of the company's rapidly-increasing business.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

THINK OF THE CALENDAR BUSINESS which you could get in your town, Mr. Printer, if you had the *right kind* of a line to show. It means money to you. We want representatives everywhere and can send you 220 calendar samples *that are winners;* also post-cards, blotters and fans.

This is no jobbing proposition—we fill the orders complete, shipping direct to the customer. No trouble or worry or expense for you, simply act as our agent and draw your commission.

Our sample sets are *going fast,* so don't put off writing American Calendar Co., Red Wing, Minn.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—$5,500 buys one-half interest in printing plant worth $16,000. Fine opportunity for newspaper in connection. Best bargain in Michigan. Address, "B. H.," care NATIONAL PRINTER-JOURNALIST.

EDITORIALS—Ready-to-wear. Fit guaranteed, no politics, religion or wind; sprightly, topical, not faddish Samples sent. Weekly Service Syndicate, DeSoto, Wis.

LINOTYPE MACHINIST OPERATOR desires to make a change. Fourteen years' experience, both as operator and machinist, on all classes of work. Ten years for one firm. Sober, reliable, competent. Non-union. Address, W. H., care National Printer-Journalist.

NO MORE CUT ROLLERS
INK-DIVIDING BANDS

The Final Word in Color Printing

—SAVE MANY TIMES THEIR COST—

Practically Indestructible; Do not Injure Rollers; Positioned Instantly. **Thirty Days' Trial Allowed** on all first orders Give nominal diameters of rollers, and number and widths of brands wanted.

"We have used your Ink-dividing Bands and are enthusiastic about results."—**Unity Press,** New York City

N-M-C-R COMPANY

370-372 SMITH ST., BROOKLYN, N. Y.

CENTRAL WEST DAILY IN CITY OF 12000

One Competitor. 1910 cash receipts over $14,000.00. After paying operating expenses and $240.00 for betterments the property in 1910 returned owner over $4400 cash for his personal effort and investment. Available at $15,000.00. At least $6000.00 cash necessary. Balance can be deferred. Proposition No. 95.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

Wanner Machinery Co.
Printing Machinery

Five Folio		Six Quarto	
Taylor	$325.00	Campbell	$ 525.00
Hoe	300.00	Potter	400.00
Campbell	320.00	Campbell	350.00
Six Folio		Babcock	675.00
Campbell	275.00	Hoe	475.00
Diamond	275.00	Potter, 2 Rev.	800.00
Cottrell	350.00	Babcock, 2 Rev.	14.00.00
Cranston	500.00	Whitlock, 2 Rev.	1000.00
Seven Folio		**Seven Quarto**	
Cottrell	550.00		
Campbell	400.00	Potter, 2 Rev.	1000.00
Eight Folio		Cottrell, 2 Rev.	800.00
Acme	375.00	Huber, 2 Rev.	1800.00
Campbell	400.00	Potter Drum	850.00

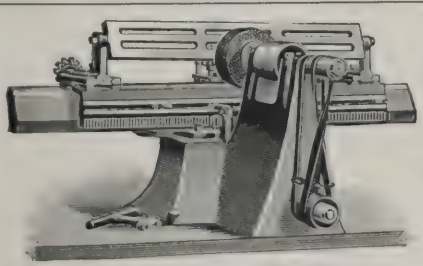
SEND FOR FULL LIST. EXCHANGES MADE

Wanner Machinery Co.

A. F. WANNER, Prop.

New and Rebuilt Machinery

184 Congress St. Chicago, Ill.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes, which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

Your Printed Matter

Reaches **TEN** *customers where your salesman only reaches* **ONE**

They judge the character of your product by the character of your catalogue, booklet or letter head, and the character of your printed matter is largely determined by the pictures it contains.

The picture tells the story.

It shows at a glance more than could be told by pages of printed matter or hours of salesman's talk. The production of the best "cuts" require up-to-date equipment, intelligence, artists of wide experience, and skillful engravers—all in one efficient organization to insure harmony and promptness.

The Stafford organization has built up a reputation as one of the four or five large and really first-class engraving houses in the country. Moreover, it is known for prompt delivery.

Stafford Engravings bring out all there is in the subject—and they print well. All types, from zinc etchings and halftones to the finest color work. Mail orders from every state are handled satisfactorily

Exclusive right in this territory for "Acid Blast" Etched Cuts

Stafford Engraving Co.

Artists, Designers, Engravers, Electrotypers
Steel Die Embossed Stationery, Wedding Invitations, Etc.

Both Phones 3889 — **Century Building, Indianapolis** — Established 1890

BASOLIO INK & COLOR CO.
IMPORTERS AND MANUFACTURERS OF
LITHO AND PRINTING INKS.
DRY COLORS AND VARNISHES.
BASOLIO
250 W 27TH ST. NEW YORK

Basolio Quality INKS and Kleenu

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas.

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

NATIONAL PRINTER JOURNALIST

VOL. 29 - NO. 4 PRICE 20¢ A COPY

1911

APRIL NUMBER

"Globetypes"

Halftones and Electros From Halftones

The Best the World Has Ever Seen

The evidence of a 400-line **"Globetype"** (160,000 dots to the square inch) the halftone and electro printed on the same sheet for comparison, is yours for the asking.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-425 Dearborn Street, - - - CHICAGO

We make designs, drawings, halftones, zinc etchings, wood and wax engravings, copper, nickel and steel electrotypes, but—we do no printing. Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a steel "GLOBETYPE"

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE
PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer
CHAS. E. NEWTON, Vice-President — WM. S. BATE, Secretary

NEW YORK, 59 Beekman St. — CHICAGO, 357 Dearborn St.
SAN FRANCISCO, 653 Battery St. — SEATTLE, 11 Occidental Ave.

BOOKS
FOR PRINTERS AND PUBLISHERS

ESTABLISHING A NEWSPAPER—A handbook for the Prospective Publisher, including suggestions for the Financial Advancement of Existing Daily and Weekly Newspapers. 113 pages. Bound in cloth.

THE PRACTICAL PRINTER—A thorough treatment of subjects concerning which no printer can know too much. 200 pages. Bound in cloth.

THE FIRST DECENNIUM of the National Editorial Association. Illustrated. 682 pages.

CAMPSIE'S POCKET ESTIMATE BOOK, by John W. Campsie, one of the most successful mangares of printing offices in America.

IMPOSITION—A valuable handbook for Printers, by F. J. Trezise.

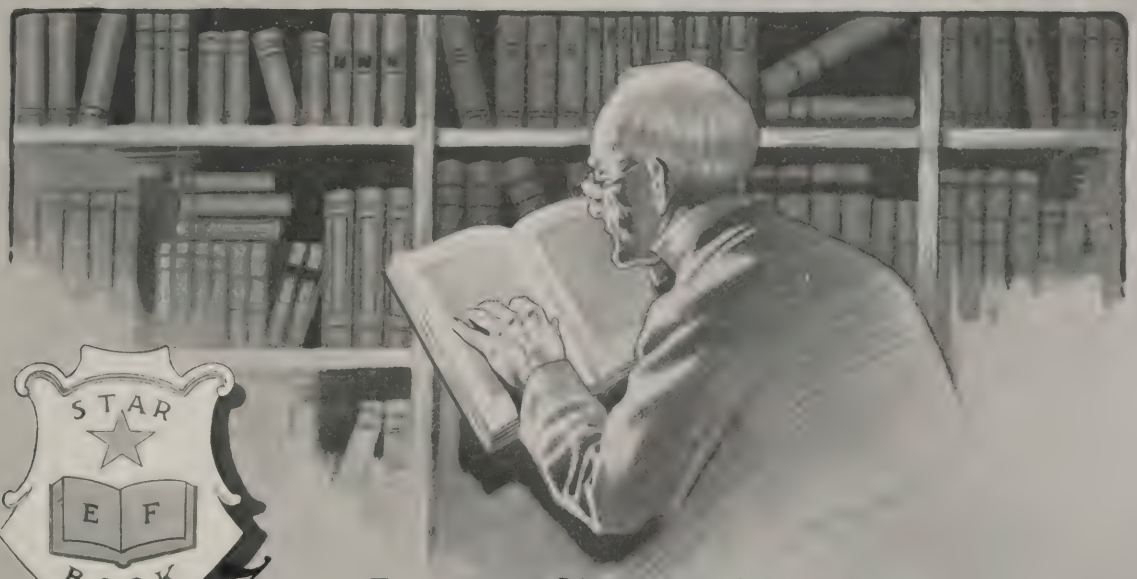
PRACTICAL JOURNALISM By Edwin L. Shuman.

TYPE DESIGNS IN COLOR—By E. G. Gress. A portfolio of 100 full-size type designs, printed in two colors, in great variety. Designs include cover designs, title pages, letter heads, bill heads, business cards, etc. Of immediate practical value.

PAY ROLL TIME TABLES—Save the bookkeeper's time and avoid errors. These Pay Roll Tables are in convenient form, printed on strong bristol board, and may be had for *eight* or *nine* hours a day. With these tables the amount for any number of hours or minutes at any rate from 50 cents to $31.00 a week, can quickly be ascertained. Eight cards to a set, 3x9 inches. Postpaid, 50 cents a set.

NATIONAL PRINTER-JOURNALIST
CHICAGO

Star English Finish



Star English Finish Book Paper

is a remarkable product. It is soft and soothing to the eyes, having a velvety surface, which is pleasing in color tone and devoid of gloss or glare. These characteristics combined with exceptional printing properties commend STAR ENGLISH FINISH BOOK PAPER for use in text and school books, books of fiction, magazines and publications, catalogs and advertising literature. Plain sheets for testing, also printed evidence will be sent on request.

DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER CO.,	Milwaukee, Wis.
INTERSTATE PAPER CO.,	Kansas City, Mo.
SOUTHWESTERN PAPER CO.,	Dallas, Tex.
SOUTHWESTERN PAPER CO.,	Houston, Tex.
PACIFIC COAST PAPER CO.,	San Francisco, Cal.
SIERRA PAPER CO.,	Los Angeles, Cal.
OAKLAND PAPER CO.,	Oakland, Cal.
CENTRAL MICHIGAN PAPER CO.,	Grand Rapids, Mich.
MUTUAL PAPER CO.,	Seattle, Wash.
AMERICAN TYPE FOUNDERS CO.,	Spokane, Wash.
AMERICAN TYPE FOUNDERS CO.,	Vancouver, B. C.
NATIONAL PAPER & TYPE CO. (Export Only),	New York City
NATIONAL PAPER & TYPE CO.,	City of Mexico, Mex.
NATIONAL PAPER & TYPE CO.,	City of Monterey, Mex.
NATIONAL PAPER & TYPE CO.,	Havana, Cuba

J. W. Butler Paper Co.

Established 1844 — Chicago

A Well Made Roller
Makes Money
and
Saves Many Times Its Cost

The Buckie Printers' Roller Co.

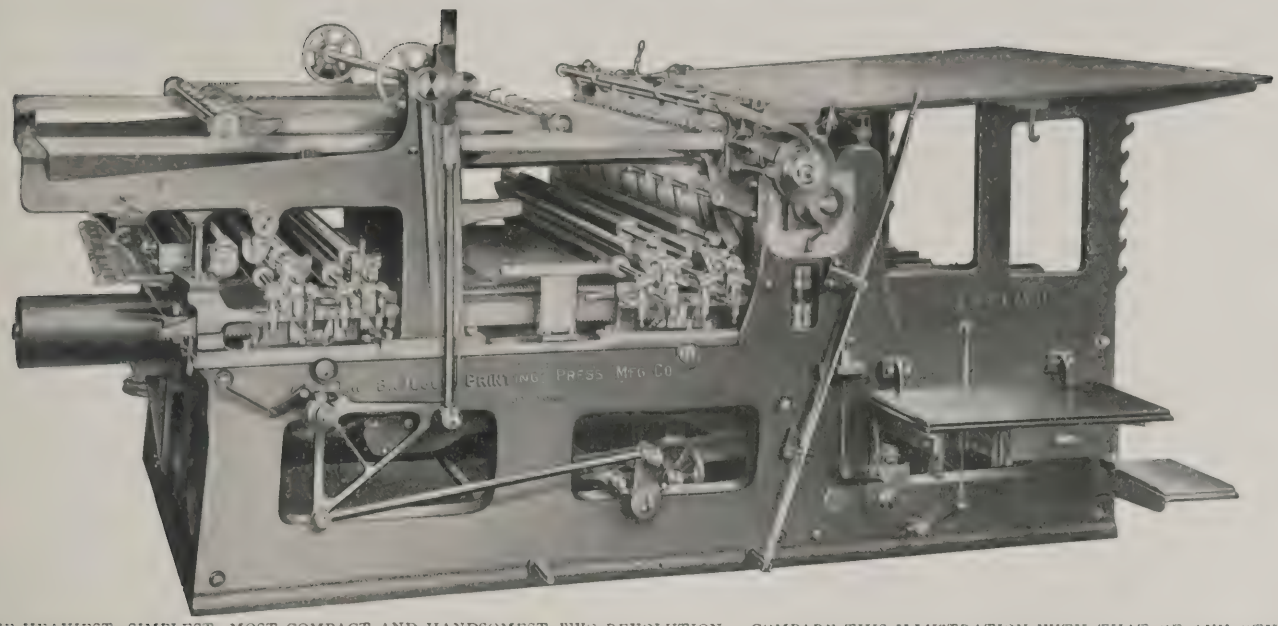
CHICAGO, ILL. 396-398 S. CLARK ST.
ST. LOUIS, MO. 1804 PINE ST.
ST. PAUL, MINN. 466 JACKSON ST.
DETROIT, MICH. 172 GRAND RIVER AV.

Our Rollers Are Guaranteed

The Buckie Printers' Roller Co.

714-716 SOUTH CLARK STREET, CHICAGO

Branch Factories: St. Louis, Mo. St. Paul, Minn. Detroit, Mich.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT

New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO

Great Western Type Foundry, Kansas City, Missouri: Great Western Type Foundry, Omaha, Nebraska: Minnesota Type Foundry Co., St. Paul, Minnesota: St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia: The Barnhart Type Foundry Co., Dallas, Texas. National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus

The Babcock Optimus

Without resetting for different sizes of paper, cardboard or tissue, an Optimus delivery is always ready to pile and jog any sheet of any stock, printed side up, and save on each job the time demanded by the readjustment of a fly. Only jogger wings need resetting. The saving to the owner in a year's business where many forms are handled, as on small machines, is a satisfactory percentage on the money in the press.

From time of printing to time covered on the table each sheet is unrestrictedly air dried during the time needed to make three impressions. This remarkable Optimus exposure of the printed surface is almost three times longer than is possible on any other press, and very different from the fly and other devices that cover each sheet as fast as printed.

This is a great advantage on any work, but especially profitable on fine work. A small sheet gets no longer exposure than a large one; it is the duration of three impressions, be they fast or slow, sheet little or big. For exceptionally heavy forms that must be slip-sheeted, a patented device, furnished at extra price, makes the work easy without decreasing speed of job.

The Optimus delivery is faster than the fly, smoother in operation, and fully protects the sheet, as the fly does not. It handles tissue at the usual speed of the press, maintains tapes at an even tension automatically, and lessens electrical trouble.

With the carriage disconnected and moved forward (telescoping upon itself), the front of cylinder is opened up, and form rollers uncovered. For make-ready press can be run in this condition. Jogger board can be pushed back to uncover fountain and table rollers.

On the larger sizes a printed side down is combined with the printed side up at an additional charge.

The excellencies of this delivery are recognized wherever two revolutions are known. Its inception was the insistent demand years ago for a printed side up delivery, and this has grown as printing has developed. On old Optimus presses many years in use, it works satisfactorily now, with nothing equaling it. We have greatly improved it. It is the first and oldest, and our experience longest and best.

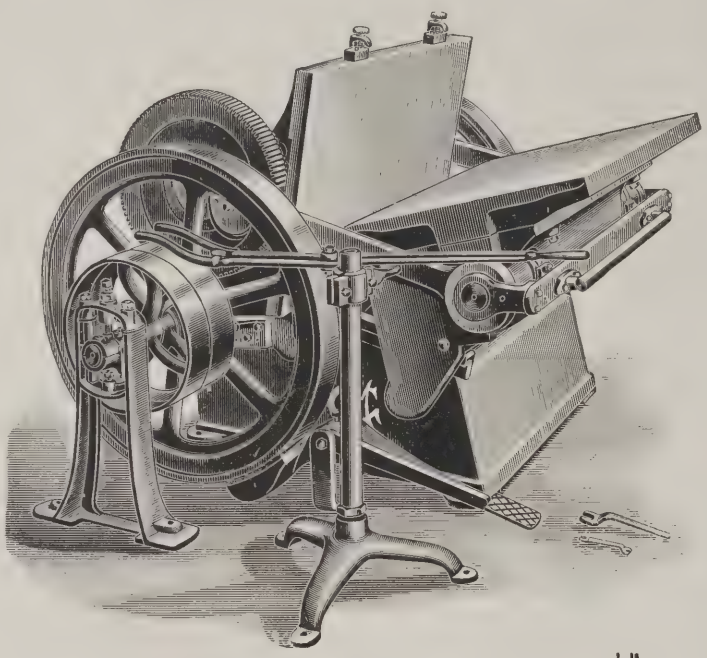
There is exclusive distinction in its constant readiness for any sheet, delivered with three times the drying exposure possible to any other; but this is not enough; behind it is the strongest press to be had, with a perfect driving mechanism, superb distribution, positive register and high speed.

SET IN AUTHORS ROMAN

The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

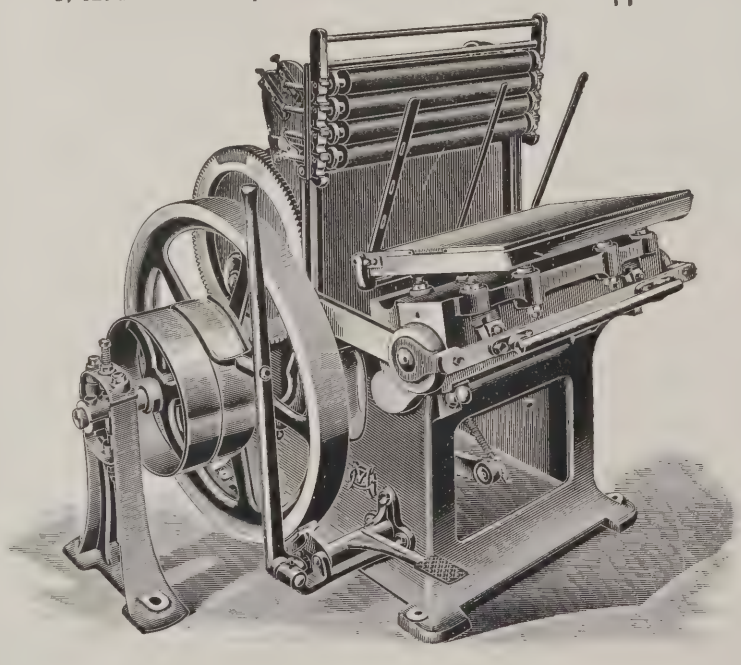
EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

Improved Styles

Quarto Medium,	**10 x 15**	**inside**	**chase**
Half Medium,	**13 x 19**	"	"
Half Super Royal	**14 x 22**	"	"
Super Royal No. 4	**17 x 25**	"	"
Embosser No. 1,	**21¼ x 22**	"	"
Embosser No. 2,	**24 x 26**	"	"
Stamper No. 3,	**24 x 26**	"	"

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¼ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

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Increased His Business

By Installing a

LINOTYPE

Extracts from a letter from Shelton Saufley, Publisher of The Interior Journal, Stanford, Ky.

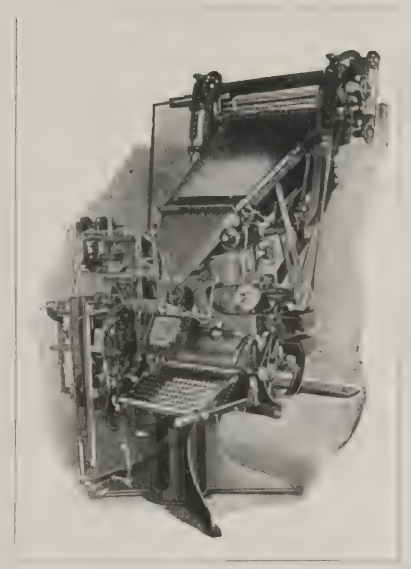
A 19-year-old boy in our office takes complete care of the machine, sets up the paper twice a week, and gets up a lot of ads and job work on it besides.

* * *

As a result of the business which the machine has enabled us to do, we have just installed a new press and have enlarged our paper from a six-column to a seven-column sheet.

* * *

We simply could not get along without our machine and invite all country publishers who want to save money and at the same time greatly increase their business and make it easier, to come and see us and we'll show them a thing or two about the possibilities of the Linotype in a country office that some of them may not dream of.



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48-50 East Third Street, ST. PAUL, MINN.

Complete Printing Outfits in Stock

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6-Point 20A $1.00 40a $1.00 $2.00
PROFITS INCREASED
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THE MASTERMAN
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BEST MADE
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Orders Filled Promptly 8

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SUPERIOR Quality

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IS Fine

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Standard Line Highest Quality

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A neat Lithograph style of face for Bank and Commercial Printing

NORTHWESTERN AGENTS FOR

Evans Attached Folder

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"Johnsonized" Machinery, the Reliable Rebuilt Machinery

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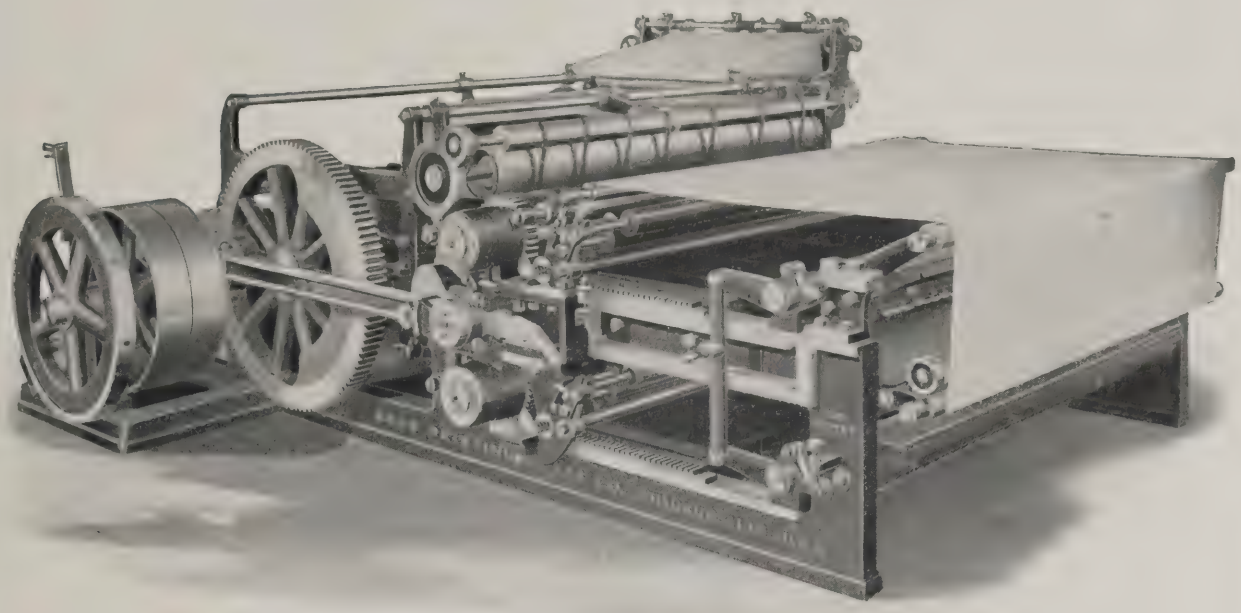
HALLEY'S COMET HAS COME AND GONE

But the GOSS "COMET" Press Has Come to Stay Forever

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS

THIS LITTLE PRESS WILL PRINT, PASTE AND FOLD FOUR, SIX OR EIGHT PAGES OF EITHER A SIX OR SEVEN COLUMN 13 "M" STANDARD SIZE NEWSPAPER



The "COMET" flat bed web perfecting press is the very latest accomplishment in newspaper machines for perfecting a four, six or eight page paper from type forms.

It is the most economical newspaper press on the market, and will save time, labor and money for the publisher, from the day of its installation.

It will save money because it takes less power to operate than any web perfecting press on the market.

It will save money on every paper it prints, as the cut of the web and reduced margins will make a continuous saving of white paper.

It will save money because there are less than half the composition rollers to maintain. All composition rollers are interchangeable, while the inking fountains are of the thumb screw variety (screws two inches apart).

It has double drive, angle bars for associating the webs, and practically a rotary tapeless folder.

The "COMET" will take up a floor space twelve feet square. It is four feet eight inches high, and will weigh sixteen thousand pounds, while a five horse power motor will be ample power.

Is this not an ECONOMICAL PROPOSITION?

PATENTED AND BUILT BY

THE GOSS PRINTING PRESS CO.

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Your Printed Matter

Reaches **TEN** *customers where your salesman only reaches* **ONE**

They judge the character of your product by the character of your catalogue, booklet or letter head, and the character of your printed matter is largely determined by the pictures it contains.

The picture tells the story.

It shows at a glance more than could be told by pages of printed matter or hours of salesman's talk. The production of the best "cuts" require up-to-date equipment, intelligence, artists of wide experience, and skillful engravers—all in one efficient organization to insure harmony and promptness.

The Stafford organization has built up a reputation as one of the four or five large and really first-class engraving houses in the country. Moreover, it is known for prompt delivery.

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Exclusive right in this territory for "Acid Blast" Etched Cuts

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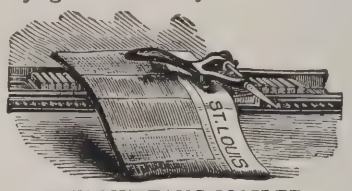
The Mustang Mailer and Utility Lead Cutter

UTILITY LEAD CUTTER

STRONG, SIMPLE, ACCURATE

A strong, serviceable cutter for cutting leads and light brass rule. Positively the best cheap lead cutter in the market. Sold through dealers everywhere.

Absolutely guaranteed by the manufacturers.



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FOR ADDRESSING PURPOSES

A machine printing directly upon the paper or the wrapper—no pasting necessary. Can be operated by a boy; prints from 1,500 to 2,500 addresses per hour. A convenient, light and indispensable device. **It saves you Time, Money, Labor.**

PAYVER PTG. MACHINE WORKS

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A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

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DRAWINGS of any description, and for every purpose, in PEN AND INK OR WASH.

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JUERGENS BROS. CO.

167 ADAMS STREET, CHICAGO.

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Franklin Company
Designers Engravers
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We Have Made Special Study

of Printing Machinery and Equipment as a result of which we are in a position to advise you properly from the standpoint of Efficiency First Cost and Economical Operation. We want your orders and we believe you will want our service when you know more about it.

Best way to find out is to write to us now. If you need a new composing room, machinery for your bindery or press room—tell us your needs—we probably can help you.

Our experience, gained through equipping some of America's largest plants, is yours without cost.

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FULTON FAST RED
Is the big seller of the year.
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For two or three times the price.
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Growth Proves Life.

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HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE IS A NECESSITY IN COST REDUCTION

Any sort of composing-room equipment will usually answer in a way, but not always the best way. Where you are striving for betterment with an increase in profits, the best is always the cheapest.

Our largest and most prominent customers have repeatedly stated that the total cost of installing elaborate outfits of modernized composing-room furniture has been paid for in full during the first year after installation, in the savings made

This is not surprising, when one stops to consider that this saving will unquestionably range from 25 to 50% in floor space and from 10 to 25% in the composing-room labor.

That is a simple proposition. Let every printer figure it out for himself. Take the minimum saving as a basis. What proportion of the rent (or what the rent would be if the building is not rented) should the composing-room bear? What would be the saving, figuring 25% of this rent?

What amount in dollars and cents would a saving of 10% in your composing-room labor total? That's a big item worth consideration.

Now, you have the two items of saving, and you should look to the expense involved in modernizing the composing-room.

Here's where we step in and ask that you allow our representative to make an estimate on the new equipment. When you have the figures, compare the expense with the saving.

Always remember that the saving is perpetual. You get it in the shape of increased profits EACH YEAR.

THE EXPENSE COMES BUT ONCE, and usually comes back the first year.

That's the whole story of modernizing the composing-room. Hundreds of printers have already made the change, others have it under way, and every day adds to the army of converts. This is one of the most vital questions of printing office economics before the printers to-day.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

If you are interested, fill out the attached coupon and send it to us, or to your dealer, ask for a copy of "Composing-room Economy," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing plants in the United States.

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
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ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

OUR NEW CATALOG OF SPECIAL FURNITURE IS NOW READY

Megill's Patent Automatic Register Gauge

The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet*

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CUT LONGER

with less sharpening.

Royle Router Cutters Cut

Try Them

John Royle & Sons
Paterson, N. J., U. S. A.

Engravers' Machinery

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

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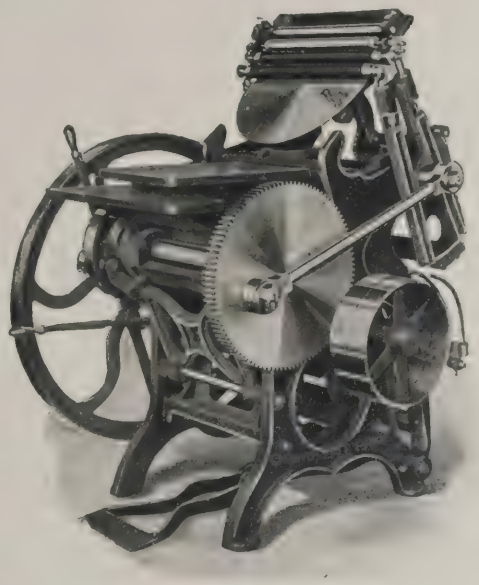
Dividend Paying Machines

TWO MACHINES WHICH ARE MAKING MONEY
FOR THOUSANDS OF PROGRESSIVE PRINTERS

CHANDLER & PRICE GORDON PRESSES



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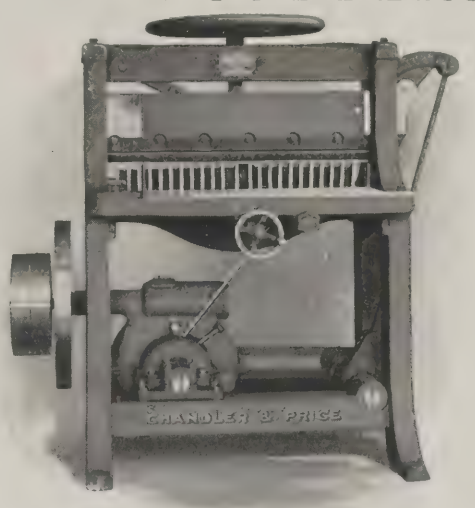
(With Vibrating Riding Roller)

THESE presses have undoubtedly been the most constantly operated machines in thousands of printing plants during the last twenty-three years. The fact that over thirty-six thousand Chandler & Price Gordon Presses have been used during that time—nearly all of them being run today—and not even one press returned because of poor construction or material—tells the story of what these presses can do for you.

CHANDLER & PRICE PAPER CUTTERS



HAND-CLAMP POWER PAPER CUTTERS
Made in Three Sizes. 30 inches, 32 inches, and 34 inches
We also make 23-inch, 26-inch, and 30-inch Lever Paper Cutters

ANOTHER machine which receives frequent and often hard usage, the money-making power of which depends upon its stability, accuracy, and long wearing qualities, is the paper cutter. The Chandler & Price Paper Cutter, like our presses, are made of the very best materials and by skilled workmen. The parts of these machines are few and simple, insuring long, satisfactory service. Write for our latest book, "Approved Printing Machinery"—it fully describes these machines.

THE CHANDLER & PRICE CO. CLEVELAND OHIO, U.S.A.

ANNOUNCEMENT

The National Perforating Machine Company

Kansas City, Mo.

Will hereafter be operated under the name of

NATIONAL PRINTING MACHINERY COMPANY

with factory and office at

ATHOL, MASS.

And will continue the manufacture of National Rotary Perforators (with or without Crimping, Scoring and Slitting Attachment); National Automatic Proof Press; National Independent Crimper, Scorer and Slitter; National Rotary Cut-Surfacer; National Type High Plate; National One and Two Color Roll and Bag Press; Meseraull Mitering Machine

Other machines are in contemplation for printers, bookbinders and allied trades.

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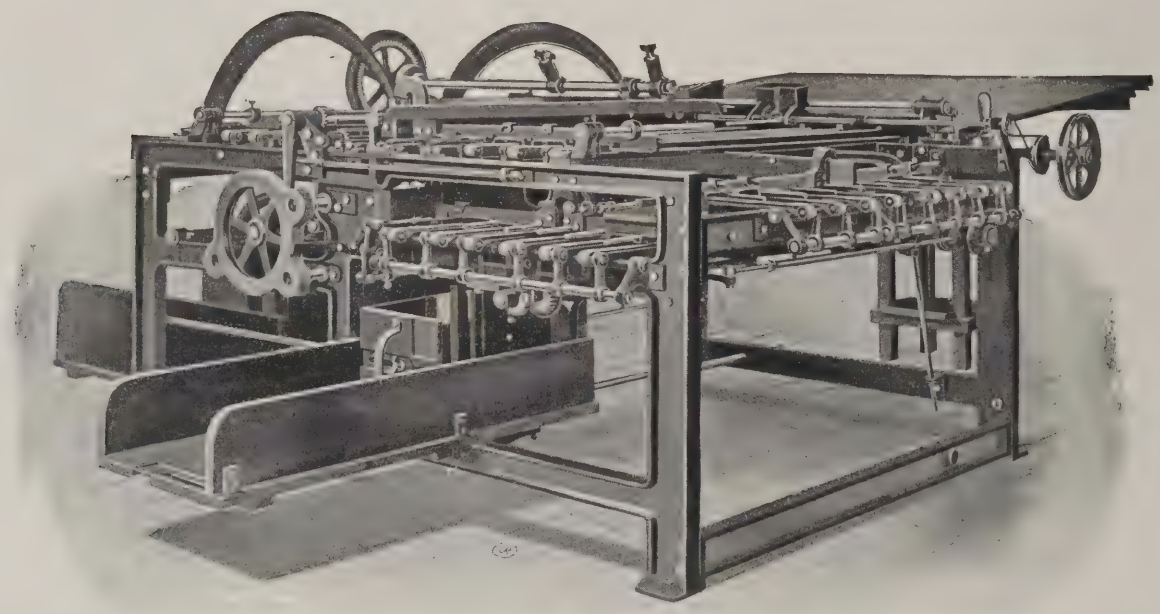
When You Buy Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

"Conservation of Waste Energy"

Applies to the bindery as well as to the great railroad industries. Look into the conditions in this respect in your plant, and let us make you a proposition on Boston Wire Stitchers to save wastes in time, money and production. A little gain in speed of operation, a large saving through the absence of adjusting perplexities, and a great improvement in quality of output, tell the story. "Boston" users obtain the greatest possible stitching production in a given time and a quality of stitching possible on no other machine. Write to any Branch

American Type Founders Co.

Waste Paper Pays!

WASTE paper is coming into its own. Better prices are being offered for it than ever before, and more merchants are beginning to appreciate its income-producing possibilities. It should no longer be destroyed or thrown away.

"The Handy" Paper Baling Press

satisfactorily fills every requirement. Can be easily operated by the average office boy. Bale weighing from 100 to 750 lbs., according to size of press, completed in single operation. No difficulty in removing or tying bale. Press occupies less floor space than any other baler. Performs even better service than higher-priced presses. Substantially built and will last indefinitely. Made in five sizes, $40, $50, $65, $75 and $85. Send for descriptive circular.

Offices in principal cities in middle West.

THE HANDY PRESS CO.
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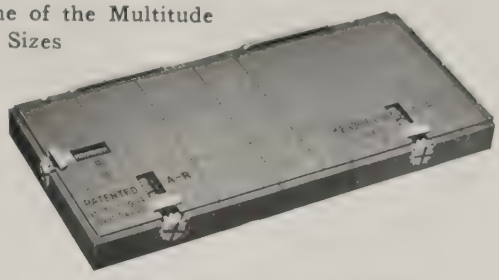
The
Rouse Universal Block
Solves the Block Problem

THE SIMPLEST AND BEST SCHEME KNOWN FOR MOUNTING PLATES

One of the Multitude of Sizes



Size of Page—25 x 55 Ems.

You can make up **eight pages** like this in **five minutes!**

ASTONISHING RANGE OF SIZES

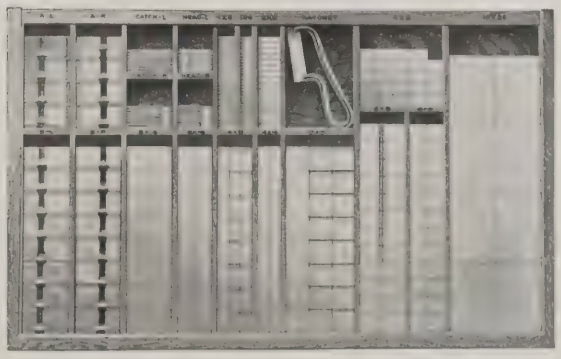
With a single set, costing only $55, you can make up eight pages into about **160 different sizes,** ranging from 17 x 25 up to and including 35 x 51 ems pica, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of two picas in either width or length, or both width and length.

BIG SAVING IN MAKE-READY, TOO!

The Hooks are extremely rapid, strongly made and simple in construction. The body is cast iron, the working parts steel. The jaw has a movement of five picas.

The Catches are made of brass and can not possibly work up on the press.

Bases of Iron. Point system—of course.



One Font Rouse Universal Blocks in Case (Cover removed)

Price, per set, including steel rachet and dust-proof Case that fits a printer's stand, only **$55.**

Don't waste any more time with out-of-date methods. Order at least one set to-day—**now.**

Sold by Dealers Everywhere

Made only by

H. B. ROUSE & CO.

2214-16 Ward Street, - CHICAGO

The Register Hook People.

Cost Reduction and Profit Making

These Results are Obtained by Progressive Printers who use

The Cleveland Folding Machine

THE only Folder that does not use tapes, knives, cams, or changeable gears in folding.

Perfect in register, and 50 per cent faster than other folders.

Has range from 19 x 36 to 3 x 4 in. parallel.

Folds and delivers 4s, 6s, 8s, 10s, 12s, 14s and 16s single or in gangs.

Also regular 4s, 8s and 16s book folds from sheets 19 x 25 down to where the last fold is not less than 2½ x 3 inches.

Makes Accordion—and a number of other—folds that cannot be made on any other folder.

INSTALLED ON THIRTY DAYS' TRIAL. On an unconditional guarantee of absolute satisfaction.

WRITE FOR A COMPLETE SET OF SAMPLE FOLDS

The

Cleveland Folding Machine Co.

Cleveland, Ohio

TRADE MARK JPC REGISTERED

INSIST ON THE ANCHOR TRADE MARK
IF YOU WANT SATISFACTION
IN PRINTING INKS

Jaenecke's Printing Inks

ARE THE KIND THAT SATISFY

We make all kinds for all grades of printing. If you are not entirely satisfied with the appearance of your work, you will make no mistake in putting your ink problems up to us. A postal will bring specimen sheets

THE JAENECKE PRINTING INK COMPANY

Main Office and Factory

NEWARK, N. J.

NEW YORK CHICAGO PHILADELPHIA ST. LOUIS DETROIT PITTSBURG

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-nine | Chicago, April, 1911 | Number Four

Success Through Worthy Service

THERE are a few home weekly newspapers that have taken advantage of opportunities to become more effective. One of the most striking examples of this is the Fulton Weekly *Gazette*, published at Fulton, Callaway County, Missouri, and by Ovid Bell.

On the whole, the country weekly has not made the advancement that has been made by the dailies of the city. It is one of the oldest forms of journalism and has done much toward educating the people and for progress along all lines. But it is too prone to be content with a mediocre position. The country editor has not always put his best efforts into his work, and he has been outdistanced by his city contemporary.

But the Fulton *Gazette* is a country weekly that stands high in the field of journalism. It has risen above the average paper and has become a real newspaper, a newspaper that is vitally interested in the people and things of its county.

Coming into the ownership of the *Gazette* just ten years ago, Mr. Bell determined to apply himself diligently toward building up a paper that would be worthy of support as a servant of the people. His task was a difficult one, for, in the beginning, the *Gazette* was shipping over a rough sea. There were less than 500 subscribers on its list, and the plant—if "plant" may be hazarded—was sold to satisfy a debt.

But Ovid Bell is not "the man that stood still." He coupled his energy and ambition with his experience in journalism, squared himself behind the *Gazette* and pushed. The *Gazette* began to grow, and Ovid Bell worked on. Cicero—not Ovid—said that "there is no excellence without great labor." It does not matter whether Ovid Bell ever read that in De Officis or not; he knew it, and he labored.

The *Gazette's* difficulties and hardships did not end ten years ago—they have been present always, but the *Gazette* fought back and gained the strategic points. Last June it moved out of a building that was not its own, setting up in what probably is the best equipped country weekly plant and building in Missouri. This new building has two floors with about six or eight thousand feet of floor space and—what so many publishing plants have not—an abundance of light, natural and artificial. There are several job presses, a flat-bed press—soon to give place to a cylinder press—all run by electric motors and an ample supply of black-face and fancy type. A modern linotype machine is a part of the *Gazette's* assets.

Without precedent, Mr. Bell so changed the make-up of the *Gazette* that he might have been accused of historical heresy, if not high treason. Anyway, when the *Gazette* was made over, patent sheets and plate-matter were left out, and there has not been room for such matter since. Further than that, there ceased to be any space for advertising on the front page, and there is none there yet.

Everything that goes in the *Gazette*, except adjoining county news and a little foreign advertising, is "home grown." There is never any reprint or re-written news in this weekly. Holding to his original purpose of serving Callaway County and its people, Mr. Bell publishes the news that is of most concern to his readers. Several years ago he introduced a stock and farm department in his paper. The plan was successful and the department continues. He has a man whose duty it is to look after news for this column—not merely "obvious news"—he must get something for the people that they would otherwise not get.

"The people of this country are interested in stock and farm news, and I want to give them what they want and what will help them," said Mr. Bell. "A newspaper is a servant, and when it fails to serve those who are depending on it, it has no reason for existing. The daily papers cover news of general interest, and practically every man in this county reads them. It is our own field, where things are going on that the daily papers do not get, that the *Gazette* is trying to cover."

In his effort to give his readers the news, editorials are often left in their galleys that news stories may be published. Mr. Bell says he believes in news first, then editorials. It is not that he dislikes editorials or cannot write them; it is a question of value with him. In fact, he says that, next to being owner and editor of the *Gazette*, he would prefer a place as editorial writer on a daily paper. But, whenever he does publish an editorial, it is a good one. In the editorials that appear, none of them ever say, "The editor of the *Gazette* thinks"—the *Gazette* does its own thinking, not even does "We" ever think. Unless it is necessary for anybody else to do the thinking for the *Gazette*—it happened but one time in ten

years—"I" does the thinking, with "Ovid Bell" signed at the bottom.

"No newspaper should be a one-man affair, a personal organ," said Mr. Bell—"that is a thing of the past. As for the *Gazette*, it must stand on its own merits—it must always be 'the *Gazette*' and not 'Ovid Bell's paper.' Mechanically I hold the *Gazette* together, but I want it to do more than reflect my own individuality."

Following the plan that there shall be as little foreign matter in the *Gazette* as possible, practically all of the advertising accepted comes out of Callaway County. Liquor advertising is barred, and few patent medicine notices get in; in fact, it is the opinion of Mr. Bell that no paper has a moral right to run any advertising that could not be read and discussed with propriety in the family circle. Advertising must pass this censorship before it is published in the *Gazette*.

Like most publishers of weekly papers, Mr. Bell conducts a job-printing business in connection with the *Gazette*. With his well-equipped plant, he is prepared to do all kinds of ordinary work. He makes a specialty of printing booklets and catalogues and official reports. His working force is composed of fifteen men.

"Running a country weekly publishing plant may be made a profitable business," said Mr. Bell. "We will always have the weekly newspaper, and, gradually, it is coming out of the groove it has followed so long. As a publication, it is closer to the people about it than anything else, and, if for no other reason, that fact will keep it alive.

"The weekly paper is finding its own by coming under the leadership of trained newspaper men—men who have a knowledge of, not only the mechanical side of the business, but of the professional side as well. It is impossible to run a country weekly on the same plan that governs the city daily, but there are many ideas and policies that can be made applicable to both fields."

It is his knowlege of the mechanical feature and his journalistic training in city and country that enables Mr. Bell to manage suuccessfully a model country weekly. Born in Callaway County, he was educated at Westminster College and in a printing office. He left the printing office to serve as secretary to "Silver Dick" Bland, former congressman from Missouri. After Mr. Bland's death, Mr. Bell worked on the Washington staff of the Philadelphia North American. He came back to Fulton ten years ago and bought the *Gazette*.

"Yes, I have made some money," he said. "I had to have it for the *Gazette*. I try to look on money as a means and not an end. It is my desire to make the *Gazette* the best paper possible; and I must have some money with which to work."

Mr. Bell believes in the *Gazette* as it is today, and he believes in its future.

"It is my ambition to stay with the *Gazette* half a century," Mr. Bell said, rising. "I began at 25, and I hope to stay here forty years more."

His more than six-foot body stood straight, his arms folded. His eyes brightened and he smiled. Emphatically came:

"No, sir; the *Gazette* is not for sale."—J. C. H., in University Missourian.

TALK ON LEGISLATIVE REPORTING.

The work of the legislative correspondent was the subject of talks by G. E. Vandercock of the Milwaukee *Daily News* before the Cubs' Club of the University of Wisconsin on March 15.

"To Lead Printers Out of Egyptian Darkness"

JENS K. GRONDAHL, of the Red Wing Printing Company, publishers of the *Daily Republican* of Red Wing, Minnesota, stated the conditions that have prevailed in the printing business, and the mission of the Cost System, in an address before the Minnesota Editorial Association in the following clear and vivid manner:—

"The Ben Franklin movement is simply a movement to lead printers out of the Egyptian darkness which has for generations enveloped them—an educational movement to teach the printers something about their own business. It is a movement to save the printers themselves, to dispel the ignorance which has so long handicapped that craft, which above all others is reputed to encompass the most intelligence and the best brains. The printer and publisher is usually more thoroughly informed, with regard to the enterprises of other people and all subjects that concern the welfare of the community than anybody else; yet, until within the recent past, not one printer in ten knew enough about his own business to realize therefrom a respectable living and a modest competency for old age, to which every professional and business man considers himself justly entitled

"It is to improve these conditions that the Ben Franklin movement has been started and it is the ambition of its promoters to place the printing trade on a level with other lines of business and manufacture, in order that the printer and puublisher may take his place beside other business men and reap his fair share of reward for the brain and brawn and nervous energy which he so freely expends.

"The Ben Franklin movement will, among other things, demonstrate that to sell an article for one dollar that costs two means bankruptcy.

"That hand composition which actually costs $1.10 to $1.20 per hour cannot be figured at 50 or 75 cents an hour without disastrous results.

"That when a man who works nine hours a day puts six of these hours into productive work, and three hours into cleaning up and other incidental work, the cost of these entire nine hours must be charged up against the six productive hours for which alone there can be any financial returns.

"That money is worth 6 per cent in the form of farm mortgages, which require no care or risk, and that any business assuming a hazard is not making any money for its owner, until it earn better interest than money can earn, standing alone without energy or brains.

"That rent, light, power, insurance, interest, taxes and other fixed and incidental expenses can come from only one source, viz., the cash drawer; can get its supply only from the sale of the products manufactured."

Lack of Common-Sense, Not of Nerve

"A COST SYSTEM WILL TEACH A PRINTER THE PRINTING BUSINESS."

W. J. DRISCOLL, OF ST. PAUL, BEFORE THE MINNESOTA EDITORIAL ASSOCIATION.

"The average man in our business is a printer before he is a business man.

"History records great financial success in printing, directed by men who could not make up an intelligent estimate, but they did know how much each hour of labor cost, and had business sense enough to place a price on their product that returned a profit.

"Some printers are said to lack nerve—that's a mistake—they lack sense—and common sense at that, for any man who sells dollars, which he converts into labor, for less than the value of actual expenditure, is senseless or worse.

"While your records tell you that hand composition costs from $1.10 per hour, it is more than foolish to sell it for that or less, because your neighbor may do so without showing any signs of immediate disintegration.

"The cost system subject is not a fad, or a new discovery;

it's merely applying buiness principles to a business that has taken its name from the man at the case, and has been run on lines that seemed about right to him.

"A knowledge of costs enables a man in the printing business to charge a uniform price or nearly so, for all of his work—which does away with the custom of robbing some customers in anticipation of meeting foolish figures which the customer may receive when he has asked for two guesses.

"A cost system does not eliminate the necessity of the employment of the best judgment obtainable, in estimating the time needed for the performance of each and every operation.

"A man in the printing business can look a customer in the face and tell him he knows his business, which means he knows his costs and knows his profits. The old-fashioned printer cannot do so.

"There is not a printer alive that is making money in every branch of his business, unless he has a cost system.

"Just because a man has graduated from the case and has been a printer who has lived comfortably for years, don't look at this plan from a superior standpoint; don't make the mistake of putting your judgment against the array of cold, hard facts demonstrated by cost systems in successful printing business.

"This cost system buisness is not a panacea for all business evils—you will have the same kind of troubles as of yore, the only difference being that you will know the cause and have the information provided for the cure—if you will use it.

"Let me repeat that a cost system will teach a printer the printing business and by its use he will acquire self-respect and profit."

Cost of Handling Mail

A FEW FACTS AND FIGURES SHOWING THE CAUSE OF THE POSTOFFICE DEFICIT AND CORRECTING SOME MISLEADING STATEMENTS.

OFFICE OF THE RETAIL COALMAN.

CHICAGO, ILL., March 4, 1911.

NATIONAL PRINTER-JOURNALIST, Chicago, Ill.

GENTLEMEN:—Although the proposed postage increase on magazines has been killed for this session of Congress, there is no question but that it will be brought up in some other form at the next session.

For this reason it seems of the utmost importance that all publishers should stand together and use their influence in educating public sentiment for a business-like administration of the Postoffice Department and a thorough investigation as to what is the actual cost of transporting and delivering second-class mail when it is taken into consideration that publications do not receive or expect the same prompt and expensive service that is accorded to letters and first-class mail.

We are taking the editorial position in *The Retail Coalman* that we are willing and anxious to pay whatever rate may be accurately determined to be the actual cost of handling second-class matter.

As self-respecting business men we do not want a government subsidy to carry on our business, neither do we believe that at the present rate of one cent a pound we are receiving any service from the government for which it is not amply paid when the limited service that is given second-class mail is considered.

We are enclosing an article which we are publishing in the current issue of *The Retail Coalman*, and we gladly give permission to other publishers to use any part of it they may care to without bothering about the customary credit.

We also will appreciate receiving any articles or data on this subject that may occur to you, as we intend to follow the matter up systematically in order to do our share in putting the Postoffice question fairly and squarely before the business interests of the country and point out some of the numerous inconsistencies of the department's rulings.

The publishers have enough good and logical arguments on their side to prove that the present rate of one cent a pound is sufficient to cover the cost of handling second-class mail, and unless the contrary should be proven in a business-like manner the rate should not be increased. But it is necessary that the general public be educated up to the justice of the publisher's position.

Thanking you very kindly for your consideration, and assuring you of my pleasure in hearing from you with any suggestions you may have along this line of our common good, believe me always.

Most sincerely yours,

THE RETAIL COALMAN,

Arthur M. Hull, Editor.

It is to be regretted that our Postoffice Department has for so long been allowed to be run on political lines, instead of having been put on a business basis.

As is commonly known it has always been considered a sinecure for victorious politicians. The office of Postmater-General has invariably been awarded to the campaign manager of the winning President, in order that he might fulfill his campaign promises in the various towns and cities by appointing postmasters who had been active in rendering pre-election services and who would also be valuable in building up a strong personal machine for the party and president in power. In the meantime, the active work of the postoffice has been carried on by the various asssistants who have grown up with the service and followed the methods in vogue for many years.

The American people, easy-going as they are, until awakened to gross mismanagement of their affairs, have allowed this waste to run along and have not taken the money loss each year in operating the postoffice very seriously, as they realized the department was not a money-making affair, and so long as the service was reasonably good there was little cause for complaint.

With this same view in mind the government decided, many years ago, that it was for the best interests of the country in general and its citizens in particular, to have as much enlightenment as possible, for it is a matter of history that those countries which have made the most progress and exerted the most influence upon the world's affairs, have been those where the education and general knowledge have been most widely spread and of the easiest access to its citizens.

For this reason Congress decided that the government through its Postoffice Department, should carry newspapers, magazines and periodicals at approximately cost; that is, not seek to make a profit on this class of business, but as a benefit to the public at large to distribute papers at the actual cost of transportation and delivering them.

Careful investigation along this line was made at the time and the committee found that it could be done at approximately one cent a pound, and accordingly this was made the rate for second class matter.

Certain restrictions were made so that only publications with a bona fide paid subscription list and issued at regularly stated intervals could be eligible, and the department has always zealously and carefully watched all publications to which this right has been granted to see that its many technical rules were obeyed.

Further than this, they have obliged publishers to go to the expense of separately wrapping and routing their papers and then deliver them to the postoffice, properly sacked and ready to go to the trains without any further sorting or handling by the postoffice employes, so that the only expense to the government is in the mere transportation and delivery at destination. It is also understood that second-class mail is in reality second-class matter, letters and first-class mail, of course, being handled first, and second-class mail following on a later train. The same is true at destination. The newspapers and magazines are pushed aside and are delivered on later trips, after the carrier has cleared up all of the first-class mail.

This method of handling naturally decreases the actual cost of handling this class of mail and may be compared to the large steam contracts which the coal operator is glad to make at a small margin of profit, as the total amount of money received is a pleasing and welcome addition to the gross income, while it is an economical necessity to fill in and form a basis for conducting the other and more important part of the business at a profit.

This is a simple statement of fact and neither the government officials nor the publishers have ever regarded the second-clas postal rate as a subsidy, any more than a coalman would, if he should sell a car of coal with the understanding that the buyer would pay for his own cartage.

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Unfortunately, owing to the antiquated system of accounting in the Postoffice Department, they probably have less accurate figures on their cost of doing business than any other line of trade in the country. As a result entirely wrong and misleading figures are quoted, and instead of nine cents a pound, which is being so generally circulated, the cost is now shown to be nine-tenths of a cent a pound, which, in reality, gives the government a profit of one-tenth of a cent a pound at the present rate.

In his annual report for 1910, the Postmaster-General of the United States calls attention to the loss the government sustains

in handling second-class mail matter, and that, owing to the rapid increase in the volume of such mail, said loss is constantly growing. He suggests a remedy should be applied by charging higher rates, but that a distinction should be made between advertising matter and legitimate reading matter, on which latter an increase in rates is not recommended.

In discussing this recommendation, a member of the Railroad's Committee on Mail Pay said: "The Postoffice Department claims that it costs them 9 cents per pound to transport second-class mail matter where now this is being carried at a rate of one cent per pound. The fallacy in these figures is evident. From reports compiled at the instance of the Postoffice Department and carefully checked up by the Committee on Mail Pay it is proved beyond a doubt that the government pays an average rate for mail amounting to only 84 per cent of the rates received by the express companies for carrying express matter. The estimate is based upon car-foot space.

"According to the report of the express companies for 1910, recently issued by the Interstate Commerce Commission, it is shown that the average gross receipts for carrying express matter, is 1.56 cents per pound. Of this amount 0.18 cents is profit, leaving 1.38 cents to represent operating and other expenses. Of this 1.38 cents, 0.74 cents is paid to the railroads and other transportation companies, 0.63 cents is for collecting, delivering and other expenses, and 0.01 cents is for taxes. Eliminating taxes, it is seen that the total expenses of carrying express matter is 1.37 cents per pound.

"If calculated on the basis of payments made by the express companies to the railroads it follows that the Postoffice pays to the railroads about 0.63 cents per pound for mail matter. Adding these transportation charges to the 0.63 cents per pound expense to the express companies for collection and delivery the total estimated expense is 1.26 cents per pound for handling the mail, if calculated on the same basis as express matter.

"No statistics are available as to the cost to the express companies for collecting and delivering. But in the Postmaster's report for 1910 it is shown that mail transportation expenses were $49,340,000 and collection and delivery expenses $68,528,000. From this it appears that 42 per cent of the total expense of handling mails goes into transportation and 58 per cent into collection and delivery. On this basis it is found that of the above 1.26 cents estimated cost per pound for mail matter, 0.53 cents is for transportation and 0.73 cents for collection and delivery.

"In the case of second-class mail matter the government does not do any collecting. Publishers are required to sort the mail and deliver it at the postoffice. Assuming that half of the collcetion and delivery expense of the Postoffice Department, or 0.37 cents is eliminated in the case of second-class mail matter, it follows that an equal amount added to the 0.53 cents which represents the cost of transportation should make the total cost of transporting and delivering second-class mail matter about 0.90 cents per pound. This is the business which the Postoffice Department says costs them 9 cents per pound to handle. Furthermore, the express companies guarantee the safe delivery of matter carried by them. The Postoffice Department gives no such guaranty."

"The publishers, as a whole, have always been willing and anxious to pay the entire cost of transporting and delivering their magazines, no matter what that cost may be. In the present instance they merely ask for a fair hearing to determine what cost is and it is a matter of importance to every citizen that his representatives in Congress should not be a party to any hasty legislation that may prove to be unfair to any class of business men.

"And, also, the postoffice should be taken out of politics, and the Carter-Weeks Bill, providing for a thorough overhauling of the Department and a civil service director of posts, should be passed."

[Mr. Hull has taken the proper and tenable position with regard to the proper adjustment of the charges for second-class postal matter. It is not entirely new, for the like ideas, in a general manner, were advanced before the U. S. Postal Commission at the sessions in New York and Washington, some four years ago, but he has gone into demonstrations with facts and figures, that put the matter in a much clearer and more direct and convincing manner than heretofore. Now that a new Commission, with Chief Justice Hughes of the U. S. Supreme Court at the head, has been created and appointed, it is to be hoped that the postal service will receive a thorough investigation, purely as a simple business for receiving, carrying and delivering the mails, for the people, with no political or Governmental functions, rights or considerations. It is right, however, to take into account the fact, that has been found to exist and has been admitted by three Assistant Postmaster-Generals and by members of the Commission, who have made an examination of the subject, that newspaper and periodical publications and the advertisements contained therein, greatly promote the Government business in the more profitable lines of first, third and fourth-class matter. Statistics show that the increase of second-class matter—even in face of the great added cost of Free Rural Delivery—has resulted in a decrease of the postal deficit, while with a decrease of of second-class matter there has been an increase in the deficit. It is certainly evident that the Government gains, instead of loses, through the increased circulation of newspapers and periodicals.—The Editor.]

REMARKABLE HANDLING OF ELECTION RETURNS.

ONE HUNDRED AND TEN CANDIDATES UNDER COMMISSION FORM OF GOVERNMENT AT SPRINGFIELD, ILLINOIS.

Springfield, Illinois, recently adopted the commission form of government, which disposes of the arrangement for the election of aldermen and other city officers and elects in their places one man to act as mayor and four as commissioners. In the first primary under this election, held February 28th, there were five candidates for the nomination for mayor and one hundred and five candidates for the nominations for commissioners. The primary ticket was three feet and six inches long. Notwithstanding this immense ticket, the *Illinois State Register* had the returns from every precinct completed in their office by 9:00 p. m. and the following morning printed a table in their columns showing the result. The table measured completely across two pages of the paper and extended about ten inches down the columns. It gave the vote in detail of the thirty-eight precincts for each and every one of the hundred and ten candidates and the total for each of the candidates as well. The table was composed on their Mergenthaler typesetting machines and was a very complete, creditable and remarkable piece of work.

NEW YORK EDITOR LECTURES IN WISCONSIN.

Paul Elmer More, editor of the *Nation,* and formerly literary editor of the New York *Evening Post,* and the *Independent,* delivered a series of five lectures at the University of Wisconsin March 16 to 23.

A GOOD INVESTMENT.

Office of Record Printing Co.
Stella, Missouri, March 1, 1911.

Gentlemen:—Find enclosed check for $2.00 to advance my subscription to the Printer-Journalist. Send pocket rule case.

Although I find but little time to read anything I get enough from your publication to make the subscription price a good investment. Respectfully,

Charles Rowe,

EDITORIAL NOTES AND POINTS

THE Laborer is worthy of his hire" and the employer of others, who plans, directs, manages, or engineers his business, besides investing and risking his capital, and on whom rests the burdens and the losses, is certainly no less a laborer than are those to whom he gives em ployment and whose wages he assures without any care or worry on their parts, except to perform their work with industry, intelligence and efficiency. Employing printers, all over this land, have recently awakened to the fact that they have not been receiving their hire, were often giving their own services and accumulated earnings to their employees or customers without any reward except the satisfaction that might come from affording needed employment to the men whom they paid from week to week. A man may have the right to labor for nothing and donate his capital, but every one owes a higher duty to his family, and his business, and to others who are trying to live and support themselves and families through the pursuit of the same calling. "No man liveth to himself alone," and no man has the right to bankrupt or impoverish others and degrade the calling in which he is engaged. If one does this through ignorance, carelessness, recklessness or a hateful spirit of jealousy, rivalry or narrow, selfish desire to circumvent, injure or outstrip competitors, his folly and guilt are still greater. No one in the end, not even one's own customers or employees is helped by such a course. It is everyone's duty to the high calling of printing and newspaper making to get into the band wagon for legitimate prices for work well done.

* * *

The idea that there is any legitimate governmental function or right of control or influence over the press, connected with the management, proper regulation or direction of the simple business of handling the mails for the people, is a dangerous one, as has been recently most forcibly, plainly and strikingly shown by Louis F. Post, editor of *The Public,* Chicago, in an address before the Ideal Social Forum of Brooklyn, N. Y., on "The Freedom of the Press," in which, as reported by *The Editor and Publisher,* New York, he said many things of importance to the understanding of the sphere of service, of the functions and rights of the public press.

And pointed out how it was possible, under existing rulings and precedents, for the postal authorities to so judge a newspaper as to exclude it from the mail, and even if the Supreme Court of the United States were appealed to it could not change the department's ruling. "Big papers as well as little papers have to have their eyes open to keep in the mail and out of jail.

"All publication—newspapers periodicals or books—should have the unrestricted use of the mails, for that would only be the freedom of the press, which we all believe in.

"Of course, this freedom of the press, as well as freedom of speech, can be abused, and sometimes it is; but I will not apologize for such things. It is wrong to invade private property, and it is wrong to assail personal reputations.

"It is, therefore, the development of public opinion which controls the press. Educate the whole community against such papers as wantonly assail persons and homes. Arouse public opinion against them.

"A newspaper is not a personal right. It does not represent an individual. It is for society itself, and not for a person alone. It is absolutely essential and important that it represents the whole community, the whole society.

Defining the liberty of the press, Mr. Post said: "As to time and place, let it be in season and out of season. As to subject matter, let it be decent and honest; and, above all, let it be unrestrained by law.

"It should be restrained by public opinion, but unrestrained by law.

"If the freedom of the press is restricted, you are throwing away a jewel from society, for you are hindering the truth from becoming known. If they are bringing to you the truth, they serve; but if they try to bring crime, they should be punished.'

Now, while these views, as enunciated by Mr. Post, are well founded and their statement is useful in calling attention to and emphasizing the fact that, in the postal service, the Postal Department is simply acting as a public carrier, operating a public utility service for the people, no one would go so far as to claim tha the Government should not refuse the use of the mails for the perpetrating of frauds or the spreading abroad vileness, wickedness and vice. Measures may be and are legitimately taken, in a free country, to stop a person from committing a crime, to prevent wrong. For many wrongs, once committed, there is no adequate redress. If an ignorant, negligent, vicious or criminal person is allowed to spread abroad the germs of cholera, typhoid fever or other fatal diseases, in a community by which people are threatened with disease and death, the punishment of the

guilty person does not heal the sick nor bring the dead to life. Penal laws are enacted and enforced to prevent such wrongs. Fraud-promoting or treasonable publications may be denied the mails and may be suppressed but, not justly or lawfully, in a free Government, on the diction or notion or on the judgment of any simple official acting in an executive capacity. There must be due process of law, a fair hearing and a legal judgment of a competent court with jurisdiction and then the continuance of a wrong, or the completion of a threatened crime may be restrained and the threatening offender may be deprived of the means or instruments of his impending wrong-doing. If counterfeiters are found with the implements for and engaged in the making of counterfeit coins, it would be foolish to say that the Government would have no power to stop the counterfeiters, confiscate and destroy their implements, with a view to prevent counterfeiting, even though it could not be shown that any of the counterfeit coins had been placed in circulation. When the intent to commit a crime is clear, accompanied by acts or by preparations looking to such commission, or even by threats, then the commission of the threatened wrong-doing may be enjoined, prohibited or prevented and in case the commission of the crime is evident and imminent, one need not even wait for the courts. If a loaded revolver is pointed at one's head, one need not even wait for an officer of the law to prevent, if possible, the threatened injury. If a paper is loaded with fraud or filth, the Government need not carry the paper to the people and wait to see whether they are swindled or corrupted, but whoever undertakes to adjudge the danger should be fortified to substantiate his views and the Government should be held responsible for any wrongful injury to an innocent man or concern.

* * *

Mr. and Mrs. J. M. Chapple of the *National Magazine*, Boston, returned, March 8th, from a European trip, during which, aside from other sightseeing, they had the instructive pleasure of visiting the legislative bodies of France, Germany, Switzerland, Holland and England; and, doubtless, all readers of the *National Magazine* will have the pleasure of enjoying an entertaining account, as to how the Solons of these five European powers make the laws for their respective countries, told in the racy style of Mr. Chapple's familiar talks, each month, on "Affairs at Washington." It is doubtful whether there is any other private citizen of America who has met more of the statesmen of Europe and America than has Joe Mitchell Chapple, and he is equally well informed on present affairs of State. Were he not so enthusiastic a magazine publisher and editor, we might expect to find him making his mark in political and official life, but why should an editor sacrifice a position of permanent influence for the uncertain, illusive and delusive pursuit of office? An editor can cut his own way, and have his own way, without fixing his course, his views or his words to suit the prejudices or whims of any man, and can stand up, unafraid, to proclaim the truth, as he sees the truth, with a sure hold on the real rewards of life—competency, opportunities for study and travel, the mingling with all men on equal terms; seeing, knowing, enjoying, and lending a helping hand; making friendships without assuming obligations, securing a fame that will live in thoughts and kindly sentiments enshrined on printed pages, through which he communes with all the people, old and young, in their homes, by their firesides as a friend without guile or any sinister purpose, or aught else than to inform, to please, to influence to higher, better, happier lives; to fit all the better to bear life's burdens, to perform daily duties and tasks, and to inspire to higher and nobler attainments and achievements. All this is the province of the editor.

* * *

One-half of the First Commandment, according to the Hebraic or Biblical account, given by the Creator to man, which, we fear, has been sadly overlooked, is "replenish the earth and subdue it and have dominion." To replenish is not only to fill completely, to cause to abound, but to finish , to complete, to perfect. To subdue is to bring under control, into perfect subjection. To hold dominion is to keep in subjection, to retain rule, use, have possession and control or supremacy over. The command gives a duty to perform and certainly implies a rich reward. It is applicable to all men and all callings. But how shall one succeed in the high work of bringing abundance, of making complete and perfect, of bringing under control, of retaining rule, without thought, and trained ability. To know "the how" is the first step to all accomplishment, under this essential part of the first great command, coming from Heaven and the fulfillment of which means every man's good, independence and lordship. This age, as has no other, has caught the spirit of the command, and there is coming to be general effort and research to reach the means for broad obedience and the high accomplishment. All our schools are at work to this end, to fit every man in every calling for his work, which is highest and truest worship, and which helps to raise men back to the image of the Creator, as co-workers with Him for more perfect creation and rule.

* * *

Agriculture, as applied to plant and animal life and production, civil engineering and applied chemistry, received first attention as the means of helping men in the work of replenishing, subduing, and holding dominion over the physical world, but the hand-maidens of all callings, printing and publishing, have come, at last, to have a place in the schools and the great universities. Even old Harvard has come into the adoption of the ideas of the old first command as to the first obligation, in the view of revelation, and of man's

duty, work and relation to Earth, and has reached the point of teaching men how to conquer their own callings and through these act as agents to help in replenishing, perfecting, subduing, and holding dominion over all nature, instead of being the slaves thereto or the luckless victims of its forces, irregularities, crudities and meager productiveness.

* * *

In no sense is the NATIONAL PRINTER-JOURNALIST either political or partizan, yet there are subjects pertaining to public or governmental policy, and matters of legislation and administration, that touch or deal with conservation of resources, the controlling or directing of business, wealth or labor, the insuring of honest government and the fixing or imposition of charges for governmental service, that no one can ignore. Many questions that were in the past considered partizan can no longer be so considered. Wise reciprocity between neighboring peoples, on this continent, of like civilzation, language and interests, can certainly not be entirely ignored, or be otherwise weighed than by the results to be derived therefrom. The fact is, that there is no real cleavage of the great parties today even on the principles of protection—protectionists are found in both parties—but even were there such a division, well defined, it has no place when it comes to a beneficial, reciprocity agreement between the United States and Canada. The printing and publishing and many other industries and interests, affecting the whole people, would be directly benefited by such a treaty as has been arranged and should have been adopted. No one would be injured. So far as agricultural products are concerned, prices are and always will be, so long as there is a surplus, fixed in the world markets. No one, until very recently, has ever contended otherwise, and the cry has now been raised, either through ignorance or timidity as to the effects of any change, or to deceive and to awaken prejudice with a view to warding off attention from protected monopolists who fear the light, through cowardice and an uneasiness as to their own special privileges.

Publishers and printers are, also, directly and greatly interested in the economic and efficient administration of the Postal Department in Washington, through approved business methods and by such regulations as shall be just and equitable to all. Canada, with as vast a territory and a more scattered population, carries on its postal service, with, on the whole, lower charges than the rates charged—at least on second class matter—in the United States, and still shows a surplus of earnings, instead of a deficit. In the face of such a fact, it would seem that the first steps, in this country, should be the careful examination and adjusting of methods and the introduction of economies; the securing of just rates for carriage by transportation companies; removing of abuses, incompetents and useless employes; cutting off expenses and making a service in every way an efficient, governmental business agency for the people—instead of being, in any way, a political machine, supplying graft or positions to reward partizan henchmen—and then putting business men at the head and keeping them there, instead of appointing, every few years, some leading, partizan politician who comes to the office without practical knowledge to be bound by all the traditions, methods and prejudices, false ideas of political rewards for partizan service, and blinded by the foolish glamor of the dignity and glory of a position in the President's Cabinet, with the duty of maintaining social and partizan position by all the methods that have come into vogue at Washington in the court of officialdom and the "new rich."

Rates should be alike for like service, and if different rates are really necessary, these should be founded on extra service rendered and this can only be found in the different lengths or distances of transportation.

We fully agree, as we believe the enlightened press of the country agrees, on the subject of the election of United States Senators, with the remarks of Senator Jonathan Bourns, Jr., of Oregon, in the United States Senate, February 14, 1911, during which he declared, among other things: "No man can be elected United States Senator by an uninstructed legislature without knowing the individual members to whom he is primarily obligated for his election, and, what is stll worse, in many instancees, knowing the political boss, campaign contributor, or special interest dominating a sufficient number of legislative members to prevent his election unless by an agreement, express or implied, to favor and protect with national legislation the dominant interest.

"Where a Senator is selected by the composite citizen, either of his party or the general electorate, obligation to any individual is destroyed, and in place thereof substituted the obligation to the composite citizen, which can only be paid by rendering the best possible service for the general welfare."

EDITOR VETERANS.

AN HISTORICAL TRIO IN KANSAS.

E. A. Wasser, editor of the Girard *Press*, has started in his forty-second year of continuous Kansas newspaper work. W. T. McElroyfi of the Humboldt *Union*, is the only editor in the State who can boast a longer record. John S. Gilmore, of the Wilson County *Citizen*, occupies third place in this roll of honor. These three veterans not only hold the time record, but you can search the State over, and any other State for that matter, and not find more creditable representatives of the country press. Kansas owes much to the fearless, independent, patriotic type of newspaper men of which these three old-timers and others who could be mentioned are splendid examples. They have done more to make a great State of Kansas than any other class of citizens, and have received less praise. It is time the State was honoring itself by recognizing in some fitting way, the fine service the veteran country editors have rendered this commonwealth they all love so well.—*Chanute Tribune.*

Working the Newspapers

NEWSPAPERS are known as promoters of all that may help to build up the country. Their good works used to be recognized by the railroads, where transportation business depended on the development of the different regions reached by their lines of roads, through courtesies in the shape of what were called free transportation or newspaper passes or tickets. On the whole the railroads got much the best of the bargain as railway presidents, traffic managers and general passenger agents acknowledged, freely and magnanimously. In course of time newspapers were prohibited from receiving these passes or even railway tickets in direct payment for specified amounts of advertising for interstate railway lines, but the railroad managers were not prohibited from accepting such services, on which they had come to depend, free of charge. It was only up to them to put the matter in such shape, either as news, interesting miscellany, or something *pro bono publico,* as to insure insertion. Railroads have not been the most flagrant offenders in skillful manipulations for obtaining free advertising, under one or the other pretenses mentioned. Working the newspapers has become a science if not a separate and profitable profession. Enterprising newspaper men have come to understand the various schemes pretty thoroughly, especially such publishers as have conferred together and compared notes in live newspaper organizations, or read newspapers devoted to the calling, yet the very elect are sometimes fooled. Here is a case in point:—

DEAR MR. HERBERT:—Here is a fine exhibition of nerve. This show is a money-making scheme, in which many of the big railroad men of the country are interested. They are asking the newspapers to print *full pages* of their advertising free. It will be interesting to know how many newspapers will be taken in by this scheme. C. M. SHULTZ.

The scheme is an "American Land and Irrigation Exposition" in New York City. Our correspondent states, "I wrote to find out if it were a money making scheme. They replied that a commission was charged and space sold."

In a letter, signed by Meade C. Dodson, manager Publicity—on a letter head showing Arthur E. Stillwell, President; Matt. C. Smith, Treasurer; Gilbert McClurg, General Manager, and an "Advisory and Governing Board," consisting of Presidents, Vice-Presidents, General Passenger Agents, Traffic Managers, or other Executive Officials of leading railroads or railway systems, to the aggregate of fourteen, followed by a Secretary of a State Agricultural Society, Governors of twenty different States, twelve Presidents of Agricultural Colleges and Universities, President of the Mormon Church, Salt Lake City, Utah, and ten others, prominent in business or political life or in financial affairs,—the following enticing proposition was given:—

We are taking the liberty of enclosing herewith proof of full page matrix, which we are releasing to the metropolitan newspapers on and after March 19th. From this proof you can prepare such a story of New York's *first* Land Show as you may desire for your publication.

If you wish matrix, wire or write us and we will be pleased to send you same, or if you should desire half tones or zinc cuts of the cups and some of their donors, we should be glad to furnish these upon your indicating the ones desired. Very truly yours,

MEADE C. DODSON, Publicity Manager.

Now, it is not worth while to criticize this enterprise or any of the men whose names are connected therewith. As far as the names are concerned, there is a most influential array, that would seem wonderful were it not pretty well understood how easy it is to secure names to give precedence and character to any private or semi-public undertaking, wherein there is to be no possible financial responsibility and where fame for enterprise and public spirit and a possible, indirect good or profit is to come to the interests or States that they may represent. The Exposition will, in all probability, be a profitable enterprise, bringing large direct returns to its officers, members and stockholders, and benefiting the railways, financial institutions and States represented in the "Advisory and Governing Board" of some sixty-five members scattered over twenty-five different States, who undoubtedly do very little "advising" or "governing," but expect to help along the publicity and give character to the Exposition. It is noticeable, that no Governor of any State east of Illinois is found named in the Board except of the little State of New Hampshire, or of any other State except Illinois, Wisconsin, Missouri and Iowa, in the Middle West or other than of Florida, Louisiana and Mississippi in the South. It is to be presumed that the Governors of the States represented have consented to the use of their names in part at least, with a view to the profits of their States and the people thereof, through the increase of immigration and the sale of lands. Then, naturally arises the question, if this Exposition is to be directly for the profit of the people owning and handling the enterprise, and indirectly for the profit of the transportation companies and financial institutions and the States that maintain immigration and land exploiting agencies, why should not the newspapers be paid for advertising the enterprise, just as surely as those who rent the building, do the necessary labor of preparation for and care of exhibits, print programs, sell tickets, or furnish supplies, music or amusements, therefor? Are the newspaper men among all the rest, the only ones unworthy of just pay for services rendered?

THE DANGER OF ARBITRARY POWER

A POSTOFFICE CZAR "FALLS BY THE WAY."

MT. VERNON, IOWA, March 15, 1911.

National Printer-Journalist, Chicago, Illinois.

GENTLEMEN:—I enclose clipping from the Mt. Vernon *Record,* a local paper I publish, to call your attention to one of the great dangers of the publishing business. Under any circumstances, it would be extremely dangerous to vest the power in any one man that is now vested in the Third Assistant Postmaster General. Though he were entirely honest, in my opinion, it would not be safe to vest such power in any one man. But what are we to think, if a man in whom such power has been vested, proved to be only a common thief? Suppose two publications, one of merit, and the other of none, should appear before him, and the proprietor of the latter should slip in a few hundred dollars on the side! Which publication would probably get the better treatment?

There certainly is nothing in Mr. Travers' case to warrant our believing that the poor publication would not fare best.

I am thoroughly in sympathy with Mr. Wilmer Atkinson, who advocated a publishers' commission, composed of one representative from each of the seventeen different classes of publications. The purpose of this commission would be

to act in conjunction with the commission created by President Taft.

In my opinion, the publishing business is too large and too important a business to be placed at the mercy of any man, whether honest or not. I believe this matter of second class postage ought to be fought out by all the publishers acting as a unit, and I believe that the only fair solution is for a fair rate to be established, open to all publications without restriction as to amount or any other detail, so long as the publication conducts an honest business. In other words, I believe the second class rate should be put on exactly the same basis as the third class rate. If this necessitates paying double the amount of postage we are paying now, I shall be very glad to do so, but I want to see the matter sifted thoroughly, the cost of carrying the second class matter being considered, and as against that, the value of first class matter to the department, that is originated by second class matter.

Yours truly, LLOYD MCCUTCHEON.

THE CLIPPING.

Publishers everywhere will be very much interested in the following telegrams from Washington, D. C., both dated March 6:—

"Following his confession that he had stolen more than $10,000 worth of stamps, Arthur M. Travers, chief clerk to third Assistant postmaster general and for a time acting assistant to Postmaster General Hitchcock, was dismissed from the service today. There will be no prosecution.

"Arthur M. Travers, chief clerk to the third assistant postmaster-general was dismissed from the service today by Postmaster-General Hitchcock, who in a statement, declared that Travers had been guilty of manipulating postage stamps for his own benefit.

"Late today Travers was arrested by officers from the United States district attorney's office on the charge of violating the postal laws which provide that no officer of the department shall sell any postage stamps for more or less than their face value."

All publishers may not know it, but Arthur M. Travers has held the publishing business in the hollow of his hand for the past two years. He was acting third assistant postmaster general from two years ago last summer, when Mr. Lawshe was obliged to go south to fight tuberculosis, until a few weeks ago. During this time he has been the power that enforced the drastic circulation measures against those papers he saw fit to enforce them. He has been the center of every hearing every publisher has had, who has been accused of violating—not any law but any of the regulations of the postoffice department. He has been the prosecutor, the judge and the jury.

It must be gratifying to the publishers, to the people of the country, and to President Taft to learn that the man who has occupied the position of censor of the press—for it amounts to that—is a self-confessed embezzler and crook. It should also be gratifying to the law makers of the country to learn that it has even been possible for such a man to occupy such a powerful position.

The lesson of it all is that such power should be given to no man. No paper, person, or corporation, should be deprived of their rights without a fair trial by jury, and the laws that have to do with the postoffice department should be so changed as to provide for such a trial and do away entirely with such an official of more than czar power.

BIG COURSE IN ADVERTISING.

Over 160 students are taking courses in advertising at the University of Wisconsin this year. The work in the psychology of advertising has attracted 140 young men and women and that in agricultural advertising 22.

Report of National Joint Committee

RESULT OF THE PROTEST AGAINST THE FREE PRINTING OF STAMPED ENVELOPES BY THE UNITED STATES.

EADERS of the NATIONAL PRINTER-JOURNALIST are familiar with the action taken and efforts made against what has been considered an injustice, for at least a quarter of a century—that of the free printing of envelopes in the interest of a single government contractor and of the large buyers and users of envelopes and against the rights and business of printers, envelope mauufacturers and others—by the following organizations ably represented by the persons named: American Envelope Manufacturers Association, by C. R. Scudder, St. Louis, Mo.; International Association of Photo-Engraving, by H. C. C. Stiles, Washington, D. C.; National Association of Stationers and Manufacturers, by T. L. C. Gerry, New York, N. Y.; National Editorial Association, by Sheridan Ploughe, Hutchinson, Kan.; National Paper Trade Association, by R. P. Andrews (Chairman), Washington, D. C.; Printers League of America, by Chas. Francis, New York, N. Y.; United Typothetae of America, by Byron S. Adams (Sec'y-Treas.), Washington, D. C.

The gentlemen representing these organizations did their full duty and are worthy of both praise and thanks. The outcome, under the unfortunate conditions is what might, in the light of events, have been expected, and it might otherwise be considered that any further effort would be hopeless. The progressive men in the United States Senate and in the House, who feel that they hold their positions under the people, to render honest service, and not by and for the interests and special classes or favored contractors, deserve high honor. They did what they could. It is evident that a Commission, composed of broad-minded, able, intelligent, expert, clear-headed, well-informed, uncorruptible men, who prize right and justice above public position, plunder or graft, is needed as much as a directing body in the Postal as in the revenue department. The imposing and collecting of tariff duties to secure the means for meeting the expenses of the administration of the affairs of the Nation, and the carrying of the mails for the people, are simply business, to be conducted honestly, without favor or graft in the interest of all the people, all laborers and industries, and without prejudice or injury to any one. The time is coming, and coming fast, when the delusions of glory, power and precedence or honor of position, from merely holding positions as Cabinet members, Senators or Congressmen, will have passed, and honest, efficient service will be fully appreciated, honored and rewarded with no respect to persons and uninfluenced by bribes of office, contracts, favors or money.

In the meantime, the history of the struggle is interesting and instructive, and all should be desirous of knowing of the worthy efforts and deeds and to whom to look for consideration and justice. Here is the report of the Committee — who have been foremost in this struggle—as to what was done and upon whom they depended, and it will be noticed, that the "Old Guard" whose positions are not entirely free from suspicions of office brokerage, in exchange for support for election, servitude to special interests and upholders of ring rule, who voted to retain a Senator in his position, though his election was tainted with

charges of bribery, and who opposed the movement to permit the people to elect Senators by the direct vote of the people so as to make this truly a people's Government and to prevent corruption in the future, were, with few exceptions, opposed to the press and the printers, the engravers and independent manufacturers, in this fight against privilege and monopoly:—

OFFICE OF THE NATIONAL JOINT COMMITTEE,
212 JENIFER BUILDING,
WASHINGTON, D. C., March 13, 1911.

Editor of the National Printer-Journalist,
4618 Ravenswood Park, Chicago, Ill.

Congress having adjourned without taking final action on the Tou Velle-Nelson Bill, prohibiting the free print return-card on stamped envelopes, it is due to editors of papers especially interested in the matter, that an explanation of the course which prevented success in our campaign should be frankly stated, in order that they may, if thought desirable, lay the matter before their interested readers in reliable form.

The National Joint Committee, composed of representatives of seven organizations, covering lines of industry which have been for a generation injuriously affected by this free print abuse, has been engaged for over a year in the first systematic movement ever made to secure legislation for its abolition. Our Bill was introduced by Senator Nelson, of Minnesota, in the Senate, and by Mr. Tou Velle, of Ohio, in the House, in March, 1910. It prohibited, after July 1, 1911, the date of expiration of existing contract, the continuance of the practice of printing special-request return-cards on stamped envelopes, by the Government, without charge to the purchaser. The efforts of the Joint Committee, seconded by the energetic support of individual printers, country editors, trade papers, stationers, etc., throughout the country, were for a time eminently successful. The House Committee on Post Office gave extended hearings to both sides in April, 1910, the Post Office Officials combining with the contractor against us. So convincing were the arguments produced by the advocates of the Bill that this Committee unanimously recommended its passage. The Bill passed the House of Representatives June 20, 1910, by the overwhelming majority of 192 to 27. There was yet time to have considered and passed it in the Senate before the adjournment of that session, but Mr. Penrose, Chairman of the Senate Committee on Post Offices, who had been imbued with the Departmental hostility to the Bill, absented himself from Washington during the closing weeks of the session, and declined to permit a Committee Meeting to take up this or any other question. This carried the matter over to the next session, which opened in December, 1910.

Meantime, in August, 1910, the Post Office Department, six months ahead of the usual time, invited bids for the manufacture and printing of Government stamped envelopes for the four-year period beginning July 1, 1911. The estimates contained the usual stipulations for special-request envelopes, which through the energetic work of the contractor, and illegitimate promotion by the Department, now constitute eighty per cent of the entire stamped envelope output. Only one bid was submitted, that of the present contractor, The Mercantile Corporation, of Dayton, Ohio. This contractor had thus, in the short period of four years, built up such an impregnable monopoly, that no envelope manufacturer in the country dared or cared to compete with it.

The National Joint Committee feared that the immediate execution of this contract in October, 1910, would forestall the action of the Senate on the Nelson-Tou Velle Bill at the ensuing session. Such representations were thereupon made to the Administration as to secure a promise that the execution of the contract would be delayed until after March 4, 1911, which promise was fulfilled.

The Senate assembled in December, but no meeting of the Senate Post Office Committee could be secured until February 1, 1811. A careful canvas of this Committee and of the Senate at large, carried on by printers, editors, stationers, etc., in the different States, under the auspices of The National Joint Committee, developed the fact that nine of the fourteen members of the Senate Committee were favorable to our Bill, and that about forty-five Senators, or two-thirds of the full body, were positively pledged to its support, if it came to a vote on the floor.

But in spite of this strong majority sentiment the Senate Committee refused to act on our Bill. A brief hearing was reluctantly granted by Chairman Penrose on February 2nd, at which ten or twelve representatives of the various organizations supporting the Bill made short informal talks in its favor. It seemed to develop at this hearing and later that Senators Penrose, Scott, Bourne and Owen of the Post Office Committee were implacably hostile to the Bill. They were reinforced by the entire influence of the Post Office Department, and some of them claimed to be directly imbued by "The Administration" in their determination to defeat it. Two of our best friends on the Committee, Senator Dolliver and Clay, had died since last June, and another staunch friend, Senator Terrell, was stricken with paralysis before the Committee met. Of the eight or nine members of the Senate Committee who had repeatedly pledged their support, no one could be found willing to make the aggressive fight which was necessary to get the Bill through the Committee in face of the hostility of Chairman Penrose backed by the Post Office Department. Our supposed friends on the Committee, either through absorption in other measures believed by them to be more important, or through indifference to the repeated pleadings and demands of their constituents, refrained from that effective championship we had expected, such as was manifested by several of our friends in the House of Representatives last spring with splendid results—men like Tawney, Lloyd, Murdock and Stafford, any one of whom, on the Senate Committee, would have forced favorable action.

At any rate no effective action was taken and we saw no indication that any sincere effort was being made to secure action. The Bill was never considered or voted on by the Senate Post Office Committee, consequently no report was ever made on it, and the Senate never had an opportunity to vote. It was remorselessly strangled by the arbitrary course of Chairman Penrose and the Department.

Foreseeing this outcome, the Joint Committee decided a few days before the close of the session to attempt the incorporation of the provisions of the Tou Velle Bill as a Senate amendment to the annual Post Office Appropriation Bill. The passage of this latter Bill was delayed until the last days of the session, when the pressure of business was so great that little consideration could be given to any question, and when all matters subject to points of order were promptly ruled out by the Vice President, instead of being submitted to the Senate for decision, as would ordinarily be the case. Senator Stone, of Missouri, offered our Bill as an amendment to the section of the Appropriation Bill providing for the manufacture of stamped envelopes. Senator Burton, of Ohio, keenly alive to the interests of the contracting corporation, made the point of order that it was general legislation and he was promptly sustained by the Chair. Senator Clapp then offered a similar amendment, but limiting it to the appropriation for the next fiscal year, and embodying the proviso that it should not interfere with any existing contract. This was an exact reproduction of the legislation added in the House last April to the Post Office Appropriation Bill for the current fiscal year, and was held by good parliamentarians to be unquestionably in order, being the

re-enactment of existing law. But Senator Burton again made the point of order, and the Chair, with little or no attention to the argument in its favor, immediately sustained the objection and there the matter ended.

It is believed that on the merits of the case two-thirds of the Senators were in favor of the Tou Velle Bill and that they were sustained by an overwhelming mass of instructed public opinion Little attention was paid to the machine made petitions of the 71,000 beneficiaries of the free printing abuse, who had been rallied to its support by the stamped envelope contractor, through the instrumneatlity of the Dayton, Ohio, Chamber of Commerce. We had the right side of the question, and we had the votes to pass the Bill, if it had been given a fair chance. It was strangled by the combined efforts of the contractor and the officials of the Post Office Department, having as a willing coadjutor, the Chairman of the Senate Post Office Committee, who is all powerful in such an emergency, to prevent the passage of any bill to which he is hostile.

It remains for the seven national organizations represented in The National Joint Committee to decide what further action shall be taken.

Very respectfully,

THE NATIONAL JOINT COMMITTEE,
R. P. ANDREWS, Chairman.
B. S. ADAMS, Secretary.

JOURNALISM WEEK AT UNIVERSITY OF MISSOURI SCHOOL OF JOURNALISM.

COLUMBIA, MO., March 1, 1911.

Editor NATIONAL PRINTER-JOURNALIST, 4618 W. Ravenswood Park, Chicago, Ill.

DEAR SIR:—Journalism Week, at the School of Journalism of the University of Missouri, will be April 17-21.

The Missouri Press Association will hold a shop talk meeting Monday and Tuesday, April 17 and 18. On these days will be held a Cost Congress, having special reference to the production cost problems of the country publisher.

The third day, Wednesday April 19, will be devoted to The County Weekly; the fourth day, April 20, to The Near-City Daily; and the fifth day, April 21, to The Metropolitan Daily.

Addresses will be delivered each day by eminent journalists. Among those already on the program are Henry Wallace, of *Wallace's Farmer;* Charles H. Grasty, of the Baltimore *Sun;* Gilbert M. Hitchcock, of the Omaha *World-Herald,* United States Senator-elect from Nebraska; Lafayette Young, of the Des Moines *Capital,* United States Senator from Iowa; William F. Parrott, of the Waterloo, Iowa, *Reporter;* B. B. Herbert, of the NATIONAL PRINTER-JOURNALIST; Oswald Garrison Villard, of the New York *Evening Post.*

Special discussions on practical questions of importance to journalists, in which Missouri editors and publishers will take part, are planned for each day. D. J. McAuliffe, of the St. Louis *Republic;* B. E. Bradley, of the St. Louis *Post-Dispatch;* E. G. Lewis, of the St. Louis *Star;* Casper Yost, of the *Globe-Democrat;* Hal Gaylord, of the Kansas City *Journal;* George B. Longan, Jr., of the Kansas City *Star;* Mrs. C. A. Bonfils (Winifred Black), of the Kansas City *Post,* will represent the metropolitan press. The country press will be as well represented. Complete program will be sent out later.

The Wabash, M., K. & T., C. & A., Missouri Pacific, and Frisco railroads will issue transportation to and from Columbia, payable in advertising, to editors of Missouri newspapers and dependent members of their families who wish to attend Journalism Week. Write the General Passenger Agent.

The week will be the most notable assemblage of newspaper men and newspaper women ever held in Missouri. The addresses and discussions cannot fail to be of great [illegible] anyone interested in journalism.

Invitation is cordially extended to you and to all [illegible] office to attend. If you cannot be present the entire [illegible], come for a day or two, or send a representative.

I shall be glad to hear that we may expect you

Very sincerely,

WALTER WILLIAMS

ALBERT BONNEVILLE, DECEASED.

Albert Bonneville, the New England representative of the Sigmund Ullman Company, died suddenly on Friday, February 17th, of heart failure. He had just reached his home in Chicopee, Mass., and was unpacking his grip, when he fell forward, and within a few minutes had passed away.

His sudden death was a great shock to his family and a host of friends and the firm which he represented so well for many years.

Albert Bonneville, Deceased

He entered the employ of the Sigmund Ullman Company some thirteen years ago, and though at the time new in the business, his genial personality made him friends wherever he went, and his quick perception soon gained him the necessary knowledge of his line, while his open character and square dealings commanded respect on all sides. Hiss loss will be deeply deplored by all with whom he came in contact.

Funeral services were held at Chicopee on [illegible] 20th, the ceremony being largely attended by relatives friends and members of his firm. The remains will be interred at Montreal, his birth place

"WORTH TEN TIMES SUBSCRIPTION PRICE."

FREDERICKTOWN, MO., March 11, 1911

MY DEAR MR. HERBERT:—Enclosed find check for renewal Can't do without NATIONAL PRINTER-JOURNALIST. Pardon my neglect in not sending in sooner. I regard your magazine as one every journalist should read and worth ten times the subscription price. Again thanking you and hoping [illegible] and the NATIONAL PRINTER-JOURNALIST may live long and prosper, I remain,

Very truly,

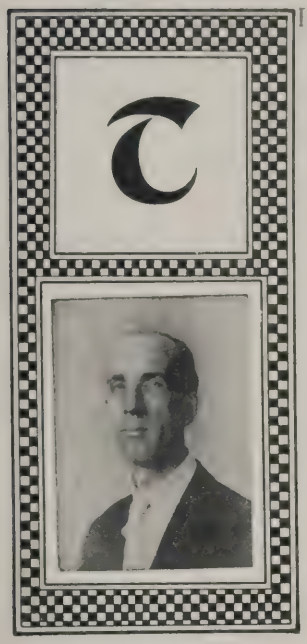
F. L. [illegible] Press [illegible]

THE BROOK

"Men may come and men may go, but I go on forever"

REVIEW OF JOB PRINTING

Address all communications to E. S. Hanson, 57 Washington St., Chicago, Ill.



THERE has come to my desk a clever little house organ from Pratt & Lambert, varnish makers, Buffalo, New York. This is entitled "Selling Power," and is gotten up in very good form, the only criticism which can be made of it being that it is designed very much the same style of one of the big weeklies.

It has also attempted to paraphrase another well-known character, by adopting the title of "Peter the Painter" as the author of one of its philosophical talks. This I do not like to see. I believe the men back of this little house organ have sufficient originality to devise something of their own, without copying methods, designs, and names from other people. There may, to be sure, be a certain publicity value in copying the style of a well-known publication. The sole value in this, however, lies in the ability to arrest the attention for the time being. The fact that a cover does resemble a well-known page will get it a certain attention which it might not otherwise receive. But this attention will be focused primarily on the duplication and not on anything which it contains; and the final judgment of most people will, I imagine, be just such as I have here outlined, making the work of the advertiser repellant rather than attractive. There are an unlimited number of possibilities which have not yet been worked out in the use of type, illustrations, and a printing press, so that it is absolutely useless to follow in some one else's footsteps. There is, to my knowledge, at least, one other industrial concern which has attempted to copy the style of this same publication, and I believe that the results, if they could be correctly compared with a strictly original design, would show a balance in favor of the latter. People are constantly looking for something new, and there are so many possibilities of new things that it is not good business judgment, to say the least, to give them an old design "warmed over."

The *Practical Printer* for February contains an article reprinted from a bulletin of the United Typothetæ of America entitled, "Why Costs in Some Offices are Higher than in Others." This is the first time I have seen this article and some of the sentences in it have caught and held my attention. The general purpose of the writer is to impress upon printing-office managers the fact that money invested in material is really a saving, that the cause of the high cost of production in many shops is the fact that material is inadequate and insufficient. This is a fact which this department, and this journal in general, have tried to impress upon master printers from time to time, and which needs constant repetition in order to bring the men most interested to a realization of its true value. Any man's time, if he is worth having at all, is too valuable to be spent in hunting for sorts, piecing leads, or turning letters until some other job is off the press. Many a

time a printer is compelled to charge his customer less than the actual time spent on a job because he knows that a large part of the time which his men have turned in has been spent non-productively. If the introduction of cost systems in printing offices can do nothing else than emphasize this one thing it will be of immense advantage.

I have received from the Eclipse Electrotype and Engraving Company, of Cleveland, a copy of a booklet gotten out by them for the Banner Electric Company, of Youngstown, Ohio, which is well worthy of

careful study by any one who receives it. This is a handsome combination of engraving and letter-press. The stock on which it is printed is a dark slate-gray with the text matter and ornamental illustrations printed in black. The ornamental work, however, is in a shaded half-tone, giving it the effect of blending into the stock. The type used is a handsome face of plate gothic. On each alternate page there is tipped on a half-tone illustration in three colors. The cover is a heavy gray stock with a design blind stamped.

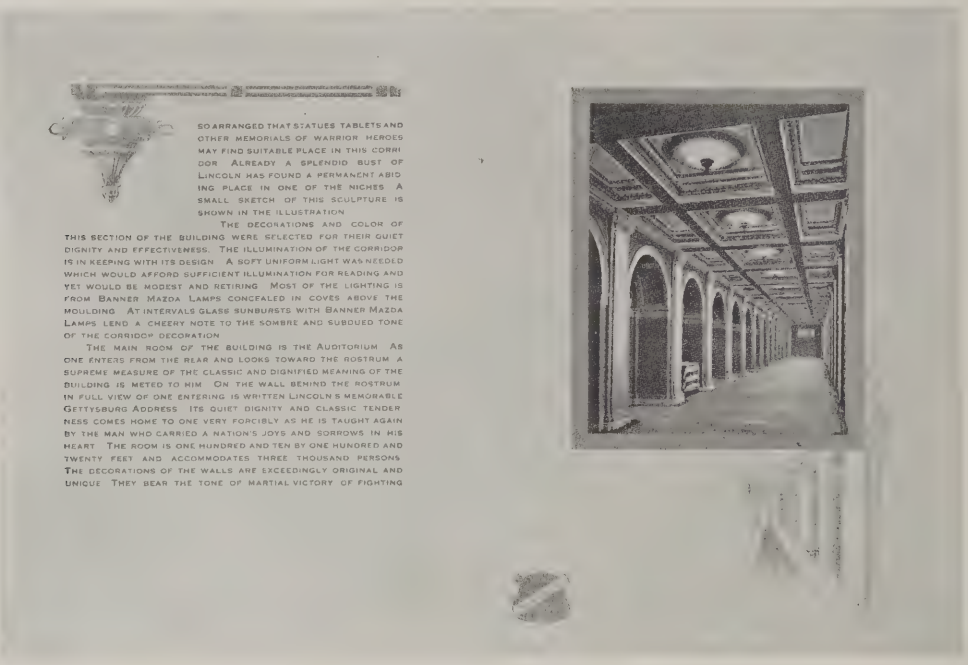
Fred F. Flatt, Lake Benton, Minn., has been heard from again. He shows a decided preference for a considerable amount of rule in his jobs, but otherwise they are fairly satisfactory. I am showing some of his work and I believe if he will try some of these without so much rule ornamentation he will like the result better himself, and I am sure it will be more acceptable to the public in general.

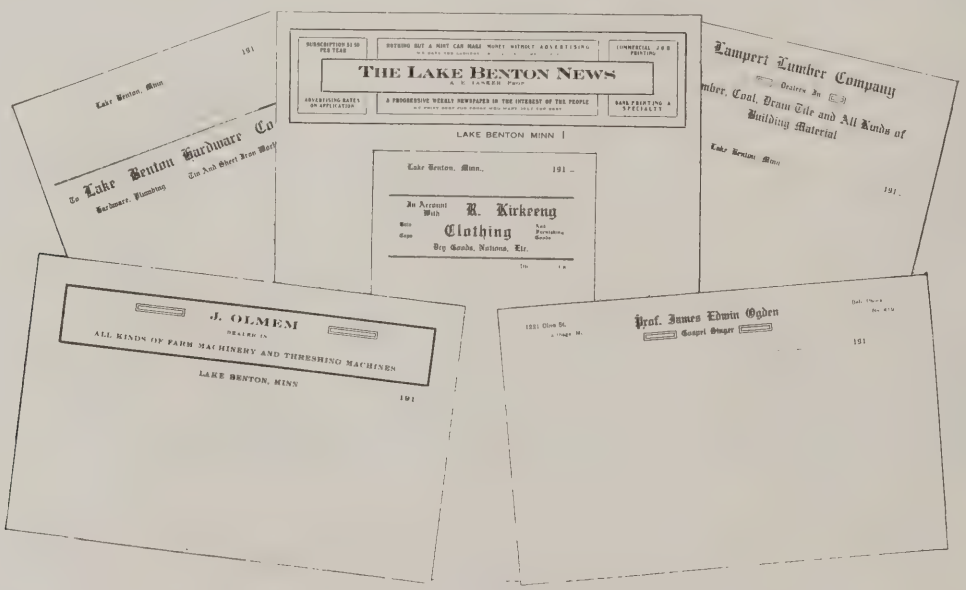
I am sorry I am not enough of a linguist to get the benefit of the articles in *El Arte Tipografico,* which comes to me quite regularly each month. Its general appearance is all that could be desired, and from such guesses as I am able to make, I imagine the articles are of a very high class.

It has been some time since I heard from the Nolan Brothers Printing House of Brooklyn. What reaches me now from them is an odd little folder gotten out to advertise their own business, and folded in such a unique way as to attract attention. I might very well quote a part of this little missive for the benefit of other printers:

The wide-awake business man needs no parade of logic to convince him that the successful business is based upon watchful attention to little things.

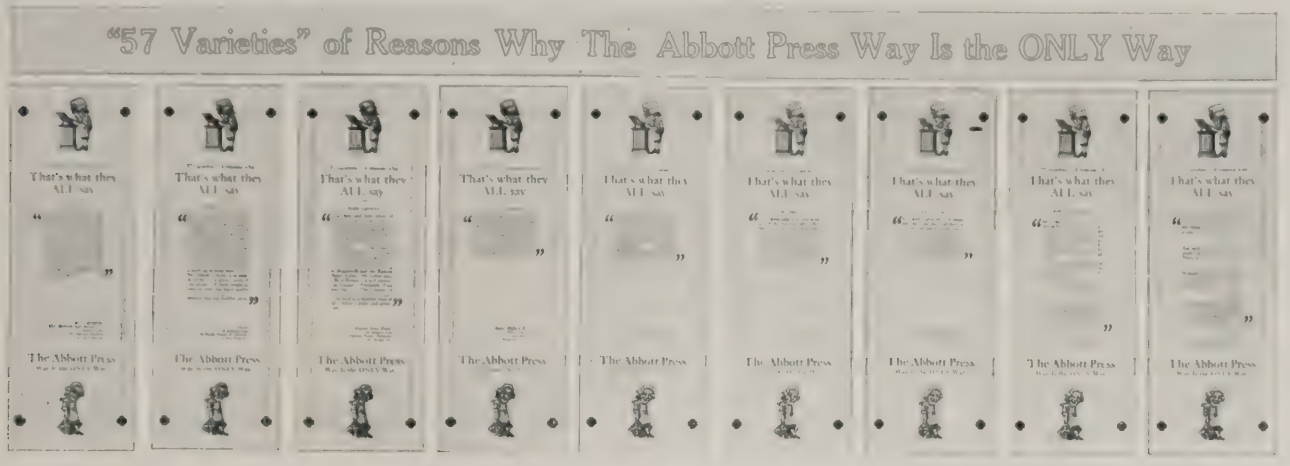
At no point is this so apparent as in the matter of the advertising so essential to modern business success, for here a little error of judgment may all too easily mean a wasted expenditure


SO ARRANGED THAT STATUES TABLETS AND OTHER MEMORIALS OF WARRIOR HEROES MAY FIND SUITABLE PLACE IN THIS CORRIDOR ALREADY A SPLENDID BUST OF LINCOLN HAS FOUND A PERMANENT ABIDING PLACE IN ONE OF THE NICHES A SMALL SKETCH OF THIS SCULPTURE IS SHOWN IN THE ILLUSTRATION
THE DECORATIONS AND COLOR OF THIS SECTION OF THE BUILDING WERE SELECTED FOR THEIR QUIET DIGNITY AND EFFECTIVENESS. THE ILLUMINATION OF THE CORRIDOR IS IN KEEPING WITH ITS DESIGN A SOFT UNIFORM LIGHT WAS NEEDED WHICH WOULD AFFORD SUFFICIENT ILLUMINATION FOR READING AND YET WOULD BE MODEST AND RETIRING MOST OF THE LIGHTING IS FROM BANNER MAZDA LAMPS CONCEALED IN COVES ABOVE THE MOULDING AT INTERVALS GLASS SUNBURSTS WITH BANNER MAZDA LAMPS LEND A CHEERY NOTE TO THE SOMBRE AND SUBDUED TONE OF THE CORRIDOR DECORATION
THE MAIN ROOM OF THE BUILDING IS THE AUDITORIUM AS ONE ENTERS FROM THE REAR AND LOOKS TOWARD THE ROSTRUM A SUPREME MEASURE OF THE CLASSIC AND DIGNIFIED MEANING OF THE BUILDING IS METED TO HIM ON THE WALL BEHIND THE ROSTRUM IN FULL VIEW OF ONE ENTERING IS WRITTEN LINCOLN'S MEMORABLE GETTYSBURG ADDRESS ITS QUIET DIGNITY AND CLASSIC TENDERNESS COMES HOME TO ONE VERY FORCIBLY AS HE IS TAUGHT AGAIN BY THE MAN WHO CARRIED A NATION'S JOYS AND SORROWS IN HIS HEART THE ROOM IS ONE HUNDRED AND TEN BY ONE HUNDRED AND TWENTY FEET AND ACCOMMODATES THREE THOUSAND PERSONS THE DECORATIONS OF THE WALLS ARE EXCEEDINGLY ORIGINAL AND UNIQUE THEY BEAR THE TONE OF MARTIAL VICTORY OF FIGHTING



A little error in the selection of suitable paper, ink or type; a little breach of the canons of good taste; a little departure from harmonious color scheme; a little inattention to cleanliness and count; a little delay in delivery—these are some of the little things sure to render the costliest advertising worthless.

I am glad to hear again from Thos. E. Abbott, proprietor of the Abbott Press, Watsonville, Cal. He sends me several window cards done to advertise his own print-shop and which should therefore go to another department of this paper, but which I cannot



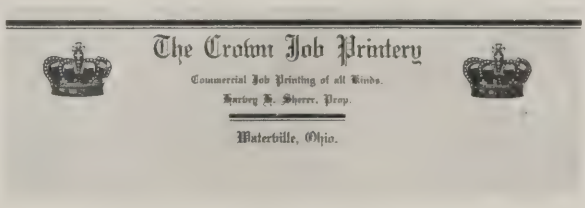
refrain from commenting on. He says that for the display of these cards he engaged space in the show windows of fifteen prominent business houses of his city, placing the cards therein with the long strip above and below them. He says that judging by the enormous amount of work coming into his shop, the idea has proved a great success. He asks my opinion, and the only thing I can say is that the cards are too much alike, so that the casual observer would not recognize any difference in them without stopping to examine them closely. The idea is certainly a good one, and the only suggestion I would make would be that the serial numbers be brought out strongly with a large figure, so that they might be recognized at a glance as different from each other.

Levi L. Smith, Bonner Springs, Kas., sends in a little portfolio of letterheads from which I have selected three for his own company for reproduction. It will be noticed that one of these has an unfinished

appearance, which I think could be remedied by running a heavy rule at the top of the main line. Otherwise they are very satisfactory. The other heads in the bunch are mostly of the same high quality.

There are very few printers who issue house organs, though why more of them do not do this I cannot imagine. I am just in receipt of one from the W. H. Kistler Stationery Company, Denver, Colorado, which is No. 1 of Volume III, although it happens to be, I believe, the first one which has come to my notice. It is gotten up in two colors and contains a happy combination of good nonsense and good business advertising.

Harvey H. Sherer, Waterville, Ohio, sends us some more of his work, this, if I remember correctly, being much of an improvement on what he has formerly



sent us. Mr. Sherer has adopted the name "Crown Job Printery" for his shop, and to carry out the idea has printed a cut of a crown at each side of his letter-head. This cut I consider too conventional to be used in this way, and it would be much better to have one of them only, printed in a tint in the center of the head under the main line.

"The Song of the Printing Press"

CKNOWLEDGMENT is due to Mr. James Lanier for sending a copy of *Watson's Magazine* containing the "Explanatory Note" and Poem, printed herewith, in accordance with the following:—

THOMPSON, GA., March 13, 1911.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—Under separate cover we are mailing you a copy of *Watson's Magazine* for March, containing The Song of the Printing Press, by Hon. Thos. E. Watson. Perhaps you may find it worthy of reproduction. If so, please send marked copy to the writer.

Yours truly,

JEFFERSONIAN PUBLISHING CO.

By James Lanier, Sec. and Bus. Mgr.

The prefatory explanation brings the "Song" home to the life, experience and heart of every printer-journalist, who has learned the types and the press and the love of the smell of printing ink and has come to preside at the editor's desk and feel the touch with all mankind, while he listens to and is thrilled by the deep tones of the throbbing printing press that are carrying all the thoughts, life, activities and joys from the whole world, that have passed through the sanctum and from the busy workers, news gatherers and writers, from the ticking telegraph machines, the ringing telephones, the clicking typewriters and all the rest, that have filled all the building with din and activity for the day or week. At last the grand epic of the day's hopes, struggles and accomplishments, undertakings and attainments, joys and griefs, has been completed and is being sung to the grand symphony of the deep-toned printing press.

Here, then is the explanation and the song, though it may be well to remark, that by the very character and demands of the enlightened auditors, the notes and words are, now, filled with joy, purity, justice, liberty, progress, friendliness and righteousness, more than ever before in the history of men, of nations or of our own Republic:

(EXPLANATORY NOTES. The sight of big machinery in motion exerts a fascination over most of us. The wonderful work of it, and the organized *power* of it, thrill one, through and through.

When our immense Babcock Press was put together (it has more than 9,000 separate parts) and the electric connection was made, the roar and rhythm of it was something altogether new to my experience. I listened, enthralled. Then the history of printing flashed across me; and I recalled the almost numberless ways and degrees in which the type-set words affect humanity.

Then and there, the conception of the following piece of blank-verse occurred to me.

At first I had no idea of giving it the present form; but when, after several days of occasional reflection on the subject, I came to write it out, *the words themselves took the metre, which is a verbal reproduction of the sound of our big press.*

If one should recite the poem, while the machine is at work, he would find that the long line of nine syllables, follows exactly the length of the long stroke of the levers, while the short line, of seven syllables, corresponds with the second and shorter roar of the press.

I repeat, the adoption of this peculiar rhythm was due to the fact that the song of the machine had fixed itself in my head: I unconsciously transferred it to the poem. No other poem has that peculiar lilt, and the swing of it was due to the *subconscious* action of the brain. Many a time you do a thing *involuntarily*: sometimes you do and say things that you can't recollect: in such cases it is the *sub-conscious* intelligence which guides. We all have it; but, in some, it acts oftener and does more, than in others.

Of course, you will understand that in the "Song of the Printing-press," the reference is to *the work* done by the machine, rather than to the machine itself. T. E. W.)

My voice is the roar of the thunder:
  My force is that of the storm.
I stop not because it is winter;
  I reck not the Summer's sun.
My feet are the tireless plodders;
  My hands, they never are still.
I run, I run with my message;
  I go, I go with my creed.
I fly on the wings of the morning:
  I fly on the wings of night.

Of all the great teachers I'm chiefest;
  Of all the greatest sowers, the lord.
I leap to the front, in the battle;
  I cover the rear, in retreat:
I'm the sapper, undermining foundations;
  I fight in the open field.
I'm the cloud-guide that leads in the day-time;
  The pillar of fire at night.

I'm loved by the Lovers of learning;
  I'm feared by lawless and bad:
I'm courted by men of ambition
  The vain, they flatter and feed,
Philanthropy leans on my shoulders,
  Diplomats tell me their lies.
The populace sees the mere surface—
  I enter behind the scenes.
I'm the hope of a weary people,
  I'm the mouthpiece of their woe.

I'm the Friend of the friendless and wretched:
  I'm the foe of oppression and sin.
I gaze in the sun, like the eagle;
  Like Ajax, the lightnings, dare.
My home is the millionaire's palace;
  My home is the laborer's cot.
  My home, it floats over the wave:
My home is the house of the happy:
  My home is the house of despair.

An angel, I visit affliction;
  A devil, I crush the weak.
A hero, I strike for the Righteous,
  Traitor! I strike for the Wrong.
I'm honest, and care not for riches;
  Venal, I serve for a price.
A patriot, I lead the State upward;
  Corrupted, I drag the State down.
Virtuous, the ground yields its harvest:
  Vicious, I sow dragon's teeth.

I'm the source of innocent laughter;
  I'm the source of scalding tears.
I sing—and the lowly are lifted:
  I sing—the great are brought low.
I sing—and the temple is shaken:
  I sing—the throne topples down.
I sing—and Freedom is victor,
  I sing—and Liberty dies.

I'm the steed of the poet, and on me
  He rides his way into fame.
The scholar, mounting my chariot,
  Ascends to the skies of renown.
The orator's silvery trumpet,
  The statesman's golden horn:
I'm the bearer of good tidings:

I'm the messenger of grief.
I'm the voice of peace and progress;
Or the herald of war and waste.

I rise to the heights of the Heavens:
I sink to the depths of Hell.
I feast, at times, on the living;
I sometimes prey on the dead.
To wounds, I'm the balm of Gilead,
Or, streams of molten lead.
Sometimes I'm as pure as a Vestal,
Am sometimes foul as the pit.
Sometimes as brave as a Bayard,
Am sometimes pallid Fear.
Of learning, the winged Mercury:
Am often its tireless foe.
I would free the brain of the fettered,
Would ope the door of the mind:
But I serve Superstition as truly:
And aid enslavers of thought.
At my best, I'm the Hope of the Future:
At my worst, the people's Dread.

I'm the weaver who throws the far shuttle,
As the life-loom weaves the cloth:
I speed the web backward and forward,
A golden strand in the woof.
I'm the watchman upon the high tower;
Preserver of archives, am I.
I'm the pearl-diver bringing up riches;
I'm the prodigal, wasting gems.
I'm the feeder of swine and a swine-herd:
A guest, in the house of kings.
I warn and I teach and I frighten
The erring, the dull and the vile.

I'm the pilot that weathers the tempest—
The sail that is never furled.
I'm the keel that plows all the waters:
I'm the flag that ever waves.
I'm the light-house, off the breakers:
I'm the flash-light of the ship.
I'm the grey-hound of the ocean,
I'm the war-ship of the main.
I'm the dove that flies with the olive:
I'm the war-trump, hoarse and loud.

I'm the builder of new institutions,
I tear down those that are old.
I sing of the heroes living, and
I sing of those who are dead.
I'm the Prophet of the Future and
Historian of the Past.

My voice is the echo of thunder:
My strength is that of the storm.
I'm Life, in its myriad motion:
I'm of the world to the end.
My song will be hushed in the awful
Blast of the arch-angel's trump.

Oh! think of the wonderful record!
Think of the changes I wrought!
More enduring than brass are the tablets
That tell of the mighty work.
The world was asleep, and I woke it;
The mind was in chains—I freed.
The world was in darkness and terror,—
I lit the torch that illumes.
With me, marched the legions of learning;
With me, the fearless and true.
With me, marched the soldiers of freedom:
With me, the lovers of men.

The world was acrouch to the Feudal;
Mankind, in awe of the Priest:
The chain of the lord was on body
The cowl of the monk, on brain.
The peasant, in fear of the castle,
Gave humble neck to the yoke:
The peasant, in fear of the Temple,
Gave humble lips to the creed.
Ah, the red wine of battle was drunken!
Ah, the war was hard and long.
But the tips of our lances, advancing,
At last, caught the light of dawn.

The sword, it is great, but remember
My ally's, the deathless pen.
The Thinker, he traces the border,
And the warrior fights, *within.*
No farther flashes the falchion
Than the pen has drawn the line.
No Armada covers the ocean to conquest,
No army enters the field,
Till I and my ally have thundered
And shaken the souls of men.
We open the Temple of Janus:
We say when the doors must close:
We hand down the story of valor,
Awarding the victor his crown.
"Le roy est mort—vive le roy!" is never
The cry that is made for me.
My diadem passes to no other.
My sceptre is ever mine.
For aye! For aye! my dominion,
Is the fixed star of the sky.
I throb and I thrill with my power,
I glory in all my strength.

Yesteryear had snow-drifts and roses:
Yesteryear had thrones that are gone:
Yesteryear had the cloud and the dew-drop:
Yesteryear, the poppy and rue.
But Fate had no power to hurt me,
Like laws of Nature, I lived.
Like the brooklet, I go on forever,
Though men may come and may go.

My voice is the roaring of thunder,
My force is that of the storm.
I shall last out the whole of Time's journey
I shall die at the death of the world.

Fill the cup, fill the challice with nectar,
Let the red wine brimming foam.
Let us drink to the glories of Effort,
Quaff to the gladness of Toil.
Let us honor the man of the overall,
And toast the man of the pen.
Let us drink to the cause of the lowly,
Let us drink to the good and true.
Here's hoping humanity prospers;
Here's hoping that kindness will conquer;
Here's hoping that justice wins,
Here's hoping the pure increase.
Here's hoping that sunshine and shadow,
May be as we'd have them be.

All hail! all hail, thou uncertain,
Inevitable, merciless Fate.
All hail! All hail! coming Future,
We fear not the face of thee.
Our feet, they are shod for the journey,
Our hearts feel nothing of fear.
We shall strike, for the faith of the Fathers,
We shall strike, for God and Right,
We shall march, like an army with banners.
We shall fight for home and creed,
And whatever fate may betide us
We shall meet as becometh men.
Who's afraid of Death and hereafter
That has lived as heroes should?

My voice is reverberant thunder,
My race is that of the storm.
I'm the argosy, sailing forever,
I'm the army that never disbands.
I'm the fortress that never is taken;
I'm the tale that is never told.
I'm the tempest that never is ended
The cloud that never returns,
I'm the sentry that never has slumbered,
The courier that always rides.
I'm the petrel that never is resting,
The steed that never is spent.
I'm the quarry that never is grounded,
The hunter that winds no Recall.

I'm the ocean that mirrors the heavens,
The sea that Intellect sails.
What the wild waves are saying and singing,
Is the song that I sing unto you.
And my voice, it reminds you of thunder,
My rush being that of the storm.

School of Journalism in New Zealand

For many years, the NATIONAL PRINTER-JOURNALIST has carried the ideals of American newspaper-making and all the views to, and undertakings for, the education in schools of those seeking or intending to enter the calling, especially "the Missouri Plan," and now comes, through that excellent daily, the *University Missourian,* the following:—

The Missouri plan in preparation for journalism has been adopted at the University of Christchurch, New Zealand. John Ward, journalist, of Invercargill, writes to the *University Missourian* that "New Zealand is about to get into line with Missouri in the matter of preparing students for journalism. The Chief Justice, Sir Robert Stout, has long favored such a system."

Mr. Ward sent a clipping from the Wellington (New Zealand) *Dominion,* of January 30th, in which appears the following dispatch by United Press Association from Christchurch:

"A suggested course of study in preparation for journalism was contained in a report presented by the Authors and Periods Committee to the University Senate today:

"The committee recommended:

"1. That a course of study in preparation for journalism be established, and that a diploma be granted on the examination in the course prescribed.

"2. That the following be the course prescribed: I, English language and literature, as for a B. A. pass; II, general history, as for a B. A. pass; III, economics, as for a B. A. pass; IV, constitutional history, as for a B. A. pass; V, geography, as for Bachelor of Commerce; VI, statistical method, as for Bachelor of Commerce; VII, psychology and logic, as for a B. A. pass; VIII, a paper on the practical work of journalism, the meaning of "news," the respective value of facts as "news," reporting, writing of heads and titles, paragraphing and summaries, the economy of words, interviews, preparation of copy, proofreading, the uses of works of reference, dictionaries, atlases, encyclopedia and statistics, quotations, civic, the proper application of a knowledge of history, economics, and political science to contemporary public affairs, the relations of a newspaper to the public, comparison of the methods and styles of representative newspapers and journals, advertising, general acquaintance with the mechanical processes of printing books and newspapers, the general organization of a newspaper office (note, a candidate for this diploma will be required to forward to the registrar a certificate from a lecturer on this practical division of the subject that he has had practice for not less than one year in a newspaper office.)

"After a short discussion the report was adopted.

A Desk Book

MANY of our newspapers and printing-offices are run without any especial rules or directions as to style of typography, punctuation, capitalization, etc. A little pocket-size pamphlet, the "Desk Book," published by the School of Journalism of the University of Missouri, has reached our desk, and we are going to suggest that it would be found very valuable in many newspaper and printing-offices as well as in the hands of reporters and correspondents. Here are "the general directions" that, though brief, contain very much of practical value for daily use and are up to date, as also are the rules for preparation of copy:—

GENERAL INSTRUCTIONS.

Accuracy, terseness and fairness are chief requisites of a good news story.

Avoid complex sentences. Stories should be written as simply as is consistent with graphic and accurate description. Write within the space assigned.

In "covering a beat" reporters finding news of unusual importance should telephone the office at once.

Do not misspell names. Don't be afraid to ask how names are spelled. What you think is "Smith" may be "Smythe."

In taking names over the telephone, insist that doubtful names be clearly indicated: "s" and "f," "b," "v" and "d," "m" and "n," sound alike over a telephone.

Never write as a journalist what you would not write as a gentleman.

Above all else: Accuracy, Accuracy, Accuracy.

PREPARATION OF COPY.

1. Use the typewriter.
2. Use double or triple space on the typewriter.
3. Write your name in the upper left-hand corner of the first page. Number each page.
4. Leave a margin of at least an inch and a half at the left, and begin your story about the middle of the first page.
5. Write only on one side of the paper.
6. Indent for paragraph half the width of the page.
7. Never divide a word from one page to another. Avoid dividing a word.
8. Do not write over figures or words. Scratch out and rewrite.
9. Do not fasten sheets of copy together.
10. Be particularly careful, if obliged to write long-hand copy. Underscore u and overscore n when there is any chance of confusion. Likewise, underscore a and overscore o. Print proper names and unusual words.
11. When pages are inserted, use letters. For example, between pages 3 and 4 number the inserted pages 3a, 3b, etc.
12. A circle drawn around an abbreviation indicates the word is to be spelled out. A circle around a spelled-out word indicates it is to be abbreviated.
13. Use an "end-mark" to indicate your story is completed. A cross made of parallel lines or the figures "30" in a circle may be used.
14. Read over your story carefully before handing it to the city editor.
15. When there is any chance that a word intentionally misspelled, as in dialect, will be changed by the printer, draw a circle around the word, run a line to the margin and there write "Follow Copy." This will show that the copy is not to be changed.

Thirty-two rules are given, telling when to capitalize, and eight telling when not to capitalize. Directions are given under the headings, "Punctuation," "Quotation," "Figures," "Abbreviations," "Titles," "The Possessive Case" and "Heading." As to heading, the following directions will be valuable in many offices: "Do not repeat a principal word in

any division of the heading. Avoid the use of the auxiliary verb 'be,' its use tends to weaken the line. The verb in a line or division should be in the present tense, but whichever is used, it should be preserved throughout the heading.

No. 1

15 to 17 units in each line.

CROWDS ARE TURNED AWAY AT OPENING OF FARMERS' CONGRESS

26 units in top line. (Average 10 words in pyramid.)

Auditorium of Agricultural Building Packed at First Session of Week.

18 to 20 units in each line.

LARGEST ATTENDANCE IN HISTORY OF MEETINGS

Same as second deck.

Object of Annual Program Is Outlined in Addresses of Welcome.

22 units the limit.

PAST WORK IS REVIEWED

Same as second deck.

College Here State's Biggest Technical School, Says President Hill.

13

Do not comment in a heading, 'Smith is a Thief' is not the same as 'Smith is held on Charge of Theft,' although the former may be a more catchy line." [It might, very likely also, involve the paper in a disastrous or costly libel suit.—EDITOR]:—

TO COMPOSITOR.

In news heads, set final period only if the sentence is in pyramid form. Exceptions, No. 6 and editorial heads.

Capitalize all nouns, pronouns, verbs, adverbs, adjectives and interjections.

Capitalize all words of four or more letters.

Capitalize all forms of the verb to be, as was, is, am.

Capitalize both parts of compound words.

Capitalize a preposition when it is attached to the verb, as in the sentence: He Was Voted For by His Party.

COMPOUND WORDS.

1. Use hyphen in words in which two vowels occur together, as co-operate, re-elect.

2. Leave out hyphen in today and tomorrow.

MISCELLANEOUS.

1. Never begin a sentence with figures. Spell out, or recast the sentence.

2. Say 40 years old, not aged 40 years.

3. Say former Judge, not ex-Judge.

5. Write dates thus: December 23, not December 23d.

6. Omit the names of the state after large cities, as New York, Chicago, Boston, Kansas City, St. Louis, Denver.

7. Do not use a long, cumbersome title preceding a name; put it after the name, as John Smith, keeper of the seal.

8. Do not make a title of a person's profession or occupation. Say Smith, a barber, not Barber Smith.

9. Do not use foreign words or phrases when English will do as well. "A dollar a day" is better than "a dollar per diem."

10. Use this style in date-lines: MEXICO, Mo., Jan. 3.—

11. Say students in the School of Law, rather than lawyers. Exception—Lawyers may be used for the sake of brevity in giving results of class athletic contests and in the stories in which the students of all divisions figure. In such cases, say lawyers, farmers, engineeers, journalists, teachers, medics, academs.

12. Weddings do not occur. Things take place by design; they occur unexpectedly.

13. Avoid "a number of." Be specific if possible.

14. Don't spell forward backward, and similar word with a final s.

15. Don't use the word lady for woman, or gentleman for man.

16. Use foregoing instead of above as an adjective; as the foreging statement.

17. Use this style in giving time: At 5 o'clock yesterday afternoon; putting the hour before the day.

18. Write "fewer than" referring to numbers, not "less than."

19. Use dialect only when so instructed.

20. Don't say a man by the name of Smith; say a man named Smith.

21. Distinguish between don't and doesn't.

22. The building is the capitol; the city, the capital.

23. Don't forget to end quoted matter with quotation marks.

24. Don't overwork "on" before names of days, as on Wednesday, on tomorrow.

25. Don't overwork "for" in phrases such as for three days, for six years.

MANY STUDENTS OF JOURNALISM.

At the University of Wisconsin 175 students are enrolled in the classes in journalism this year, an increase of over 50 per cent above the number last year. Of these 133 are in the classes in newspaper and magazine work and 22 in the class in agricultural journalism. The students represent 13 states and two foreign countries. One student is an Armenian from Turkey and another an East Indian from Calcutta. The states represented by students include New York, California, Michigan, Ohio, Colorado, Kansas, Minnesota, Texas, South Dakota, Indiana Iowa, Illinois, and the District of Columbia.

The enrollment in the School of Journalism of the University of Missouri shows today an increase of 34 per cent over the enrollment at the same date last year. There are 156 students now taking one or more courses in journalism, as compared with a total of 116 for the year 1909-1910 and 95 for the year 1908-1909.

The enrollment of students primarily in journalism, regular and special, is 99, as compared with 76 last year and 64 the first year of the school. Each class—freshman, sophomore, junior, senior, and special—shows an increase.

Twenty states and two foreign countries are represented in the enrollment.

The Students' Advertising Club, organized last fall as the first of its kind in any American university, has a membership of over 100, and is affiliated with the Associated Advertising Clubs of America.

Paper and Reciprocity

ALL readers of the NATIONAL PRINTER-JOURNALIST are directly interested in paper, and all are under obligations to the American Newspaper Publisher's Association and its able representative, Mr. John Norris, Chairman of Committee on Paper, for efforts made to remove and keep this product from monopolistic control, and to protect all paper users from extortion. Certainly all should be fully informed, in order, intelligently to present this matter to their representatives in Congress and to aid in the work to secure justice. As we have stated elsewhere, and as our readers will understand, this journal is not a partizan publication. There is no partizanship in advocating such adjustment of the tariff as will be for the best interests of the people. Both parties stand pledged to this course, and the protection of labor enters not at all into this matter of paper manufacture as between the United Staes and Canada. The fact is that, in any event, labor is a very small factor in this line of manufacture, with present machinery. Certainly, there is no sense in setting up a Chinese Wall as to trade between the two countries.

We have seen no more concise or complete statement of the facts than was made by Mr. Norris before the Committee of Ways and Means, and believe the questions involved and the interests of all printers and newspaper-makers are so great and direct as to justify the publication of the main points here, as follow, and to urge careful reading:—

"I regard the Canadian reciprocity arrangement," said Mr. Norris, "now before you as the greatest economic advance that has been made by the United States in the present generation. It broadens our markets. It promotes interchanges that will immediately and directly benefit 90 per cent of the population. I appear as the representative of newspapers which pay more than fifty-five million dollars per annum for news print paper. They are deeply concerned in the paper and pulp clause of the treaty, and they ask you to approve that clause exactly as it appears in the agreement.

"The tangle of the American Government with Canadian Provinces and the tariff burdens imposed upon print paper have added more than six million dollars per annum to the price which newspapers would pay for raw material under normal conditions. The complication with Canada and the excessive duty have enabled American paper-makers to combine for advances in print paper prices. They have an organization that is more oppressive and more elusive than the General Paper Company, which the Government suppressed in 1906. The paper-makers are systematically starving the market. The entire stock of paper on hand at the beginning of this year was less than an eight-day supply for the news papers of the country. In December, 1910, they exported more print paper than Canada shipped to us.

* * * * * * *

"At the instigation of the print-paper-makers, the American Congress attempted to impose coercive measures upon the Province of Quebec. The disastrous results of that policy are now seen in the withdrawal by Quebec of 95 per cent of all the available pulp wood supply of that Province. It has been trying to starve the American mills and to force their transfer to Quebec. The paper clause of the pending reciprocity agreement overcomes all the difficulties of that situation.

"The snarl with the Provinces of Canada has been completely avoided by an entirely new turn to the stipulations, which now follow the wood—not the province. If wood is free from restriction, such as wood from private lands, the products of that wood will come into the United States free of duty.

"The distinction between wood free from restriction of exportation and wood that is not free will show itself in various ways. Print paper made from wood cut on lands subject to restriction will be liable to a duty of $5.75 per ton of paper. That duty will be prohibitory in competition with paper made from wood cut on private lands. The Provinces of Quebec and Ontario have been offering premiums and inducements for the transfer of American paper industries to Canada. Brown Bros., of Berlin Mills, N. H., recently installed a plant at La Tuque, Quebec, and propose to expand it materially. That plant depends on crown lands for its timber supply. The International Paper Company has been flirting with the Quebec Government for similar concessions. The Reciprocity clause will give no encouragement to such diversion of industry from the United States to Canada. A barrier of $5.75 per ton on print-paper will confront such products until the Quebec Government removes the prohibition. The revenues which the Province now obtains on wood cut from its crown lands and shipped in manufactured form to the United States will be diverted from the Quebec treasury to the owners of private lands. The pressure from holders of crown lands limits upon the provincial authorities for an opportunity to reach the greatest market in the world, that of the United States, will be irresistible and a diplomatic victory in the removal of restrictions will have been achieved without harshness, or coercion, or ill-feeling of any sort. Each side will obtain an advantage and that is the element of a good trade.

"Our complete dependence on outside sources for wood is shown in the fact that we bought last year pulp wood and pulps to the extent of 1,716,000 cords in order that we might make paper in American paper mills as follows:—

	Cords.
Pulp wood	931,000
Mechanical pulp in cords	228,000
Chemical pulp unbleached	404,000
Chemical pulp bleached	153,000
Total	1,716,000

"The supply of pulp wood was so inadequate that we paid over $150,000 in penalties to get wood from Canadian Crown lands. We paid $19,406,074 to foreigners for pulp wood and pulps to keep American mills going. The figures of recent years show that the sales of paper by the United States to Canada were three times as great as the sales of paper by Canada to the United States. This excess in our favor is due to the fact that Canada makes no high grade papers, but draws on the United States for much of its supply. Prior to the passage of the Payne law Canada had shipped print paper to the United States to the extent of forty-six tons per day during the fiscal year 1908 and 56 tons per day in 1909. Subsequent to the passage of the Payne law the shipment was 143 tons per day, or 3½ per cent of our consumption of 4,200 tons of print paper per day. American paper companies have engaged in woodland speculations in Canda. The International Paper Co., instead of pursuing its legitimate business of paper-making, has acquired about 4,000 square miles of timber rights in Canada. Its representative told the Congressional Committee in 1908 that he had figured out a profit of ten million dollars on its timber holdings. It concealed the low cost of its paper-making by wash entries of the price it paid to its subsidiary companies for wood. The figures submitted by it to the United States Senate in June, 1909, when compared with the figures furnished by it to the Mann Committee, will disclose that deception.

"The amendment to the paper section proposed by the paper-makers is intended to nullify and will, if adopted, nul-

lify every effort to straighten the pulp wood tangle with Canada. The paper-makers would pass along the additional cost of their wood and would thrust upon the ultimate consumer the burden of the immense increases in the cost of pulp wood. If the paper-makers' figures respecting the quantity of available private land in Canada are correct, that is 1 per cent of the total area, then this treaty clause which permits free paper only when made from free wood cannot be injurious to them."

We have omitted much that is of interest, as to combinations, limitations of product to keep up prices, manpulations, violations of the Sherman Act and the fines that have been levied and paid for such violations, on the supposition that our readers are more or less familiar therewith. The case is thoroughly established, that consumers of paper have suffered with no benefit to labor and with a waste in pulp and a degredation of the industry. Manufacturers have come to depend more on protction and combination than on improved, careful and economic methods and thorough efficiency in manufacture. Our forest lands have been denuded and manufacturing demoralized.

Possible Potentiality of the Press

President Jettinger, of the Buckeye Press Association, talked at the recent convention, on the power of the press, but considered this potentiality rather a possibility than a realization. With good reason, he stated "that seventy-five out of every hundred have, in the past, been asleep, but, what is worse, they have slept with one eye open, and that was focused on competitors whom they tried to guard, as much as possible, *from doing the wrong of securing all the business they could secure at a fair profit.*" However, with all the rest of us, he welcomed the dawning of better times and better conditions. There is no doubt but that we have nearly all been asleep to our own opportunities and when awakened, after a friendly and helpful conference with members of the calling, have fallen asleep again. Human beings are too much inclined to seek the lines of least resistance or, in other words, to keep in the old grooves. Habit is stronger than temporarily-formed resolves, though these are founded on reason and self-interest. Living with ease, and a sort of respectability or dignity and influence, is prized higher than the pleasure of manly exertion and worthy accomplishment. Newspaper-makers and printers are not alone in these things. The fault comes principally from lack of the right kind of education and development. Get-rich-quick frauds find ready victims, because the possession of money is placed above creative, useful work, and because, too, that youth are not trained to application, industry, to perseverance and to endurance, or to work systematically, to any determined end or purpose. During their school days and at home, children are not early enough taught, that every person must have employment, the more strenuous or useful the better, for health and development and happiness, and, besides, they are restrained and kept from all-around vitality. The newspaper business has, too often, been entered upon as an easy way of securing a livelihood, without thorough preparation and full, worthy effort. Papers have too often been permitted to become merely the records of society happenings, the purveyors of personal gossip, or flattering personal mentions, or the exploiters of crimes, criminal news — so-called, though there is generally very little news or anything that is not as old as Cain's jealousy and murder of Abel, or men's passions, hatreds and lusts therein—because easily obtainable and effective in arousing interest through human sympathy. The inexhaustable mines of useful deeds and of awakening, inspiring knowledge, or of helpful hints as to life and the possibilities of creative effort—that will bring to indivduals, to workers in all lines, to communities, to the countryside and the town, to all the people, abundance, security, health and happiness—are neglected or entirely unworked, as are the deserved reports of the encouraging and instructive efforts of the worthy to these ends. There have been too few efforts made toward improvement, or for really understanding of the responsibilities and possibilities of the newspaper calling, of the vast fields of promotive helpfulness and usefulness open in every line of worthy human endeavor. Even advertising, the main source of newspaper revenue, has, in the past, often been looked upon merely as a method of securing the money out of advertisers rather than as a means of rendering useful, valuable, remunerative service in the promotion of business, of imparting helpful knowledge to readers, inducing them to purchase, and enabling them to improve in their work, in the economic and effective conduct of their trades or callings, increasing, cheapening and bettering production or supplying wants and improving conditions. All this, however, is changing for the better. Even farmers have been induced to advertise by proof that such advertising can be made valuable to themselves through opening the way for profit to others.

Cost-finding systems have led the way to understanding the great, incidental overhead expenditure as well as the leaks of business and the great amount of unchargeable or indirectly employed time in production, but some means are needed to show the waste of effort, power and lives in newspaper-making.

Forest L. McKenzie, Deceased

Among the delegates to the Twenty-fifth Annual Convention of the National Editorial Association, February 10, 11, 12, 1910, was Forest L. McKenzie, editor of the *Tri-City Weekly,* Tallassee, Alabama. He had been an attendant on the conventions of the Association for many years and had a wide circle of friends among the members. In December last, he felt some symptoms of the return of an old malady—rheumatism—and, on January 5th, went to Hot Springs, Ark., in hopes of staving it off. He was taken very ill on his way there, but soon got relief and continued his journey without interruption. Shortly after arriving there he had a second attack and the physicians advised him that his condition was serious. He improved some and was thought to be getting along nicely with prospects of continued improvement. So promising were his symptoms that two friends who accompanied him to the Springs, retired, leaving him in the care of a nurse. The next morning, January 19th, he was found dead in his bed. He was buried at Tallassee, Alabama, on January 22nd, with Masonic honors. It was the subject of common comment that the attendance at his funeral was the largest in the history of the village.

Mr. McKenzie was born October 22, 1864, so that he had only passed his forty-sixth birthday by exactly three months, at the time of his death. He was a man of many warm friends among all classes, both white and black, at his home, who have testified to his many noble traits of character.

F. A. Miller, editor of the South Bend *Tribune,* who has been confined to his home for about a month with bronchitis, is again at his desk.

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One of the blessings that must come from the improved conditions in printing that will add profitableness, business standing and permanency to the natural attractiveness of the calling—from being the conservator of knowledge, the art-preservative of all arts, semi-professional or literary in character, and in touch with all progress and all callings of men—will be that of making it worth while and possible, to select boys and youths of proper qualifications, character, intelligence and knowledge as apprentices or learners, instead of accepting anyone who may come along regardless.

* * *

One of the great causes of the low estate of the printing business for many years has been the failure on the part of employers to seek out and encourage bright boys to enter the calling. This has been in part owing to the fact that those in the business have viewed the calling as giving little promise and have lacked hope and pride in their calling, and have been loath to encourage others to enter its precincts. Bright youths have been discouraged rather than encouraged.

* * *

The manipulators of steel manufacture in the United States have rather a doubtful reputation as to monopolistic methods and tendencies, yet no one will question but that the industry has been developed to immense and profitable proportions through shrewd management. The plan has been to secure and promote the best men, giving them high wages and binding them in interest by taking them into the business. This is all legitmate and commendable and is a kind of procedure that works well in both the newspaper and printing business, if discretion is used and absolute knowledge secured as to merit and as to loyalty to the business. There are some good workmen who lack discretion and a broad view of life to whom an interest means a right to boss and to cease the effort for the highest accomplishment, feeling that, as partners or stockholders, their positions are secure. Not many intelligent, progressive, loyal workmen are so affected, still some degree of caution must be used. Some chances can be better taken than to fail to encourage and secure men of this character.

* * *

The securing, promotion and holding of good men, has been only one of the means used by the steel manufacturers. Another was recently explained by Judge Gary in an address before a number of foreign manufacturers at the American Iron and Steel Institute. "Since 1907, following the great panic," he explained, "we have, in a large measure, at least, worked together; we have secured as a rule the maintainance of fair prices; we have kept within our own particular bailiwicks; we have avoided injuring our neighbors who are in competition with us; we have helped one another almost daily and have secured and maintained conditions that are very much better than they were during the times many years ago when, regardless of public sentiment, contracts were actually made, though not kept, to establish and maintain prices. We have a committee which we call the Committee on Improvements in Methods; that is more or less general and very comprehensive; but it is an advisory committee. It is a committee to whom any one may apply at any time for information and advice; a committee without any power except a moral power; a committee which may advise and whose advice the one who receives it may follow or reject as he sees fit.

"By coming together and divulging our business, by making statements of exactly what we are doing and what our prices are, saying one for himself only what he purposes to do—in other words, disclosing our methods and our conditions and our prices, so that every one is thoroughly acquainted with the business of others, and, therefore, as a matter of fair and friendly competition, maintains his prices and keeps within his proper domain and treats his neighbors as his neighbor ought to be treated—we are not violating any principle of law."

Up to the points of not having a gentlemen's understanding, to limit production in order to advance prices or more than a legitimate per cent profit on investment, the plan is entirely legitimate and to be commended.

* * *

The employing printers throughout the country are working on like and on more legitimate lines to those pursued by the steel manufacturers, by efforts to standardize cost, through means of ascertaining the actual cost of production, and then permitting each to fix his own price at a fair profit above cost.

The fact is that in commercial printing, by reason of nearly every job or piece of work differing from every other, it would be difficult to standardize prices. This is not necessary. If every one is sure of the cost and then, as self-interest and good business will compel, adds a fair profit, there will be no trouble as to price cutting or loss on work. The competition will only be a matter of efficiency and skill. There will remain the constant incentive to search after improvement, better methods and a better product, and both the public and the printers will be benefited. The same principles apply to newspaper-making, which is largely only one branch of printing, though the newspaper is a manufactured product, so that, based on the quantity and quality of circulation, that enter into the cost of producion in an ascertainable ratio, it is possible more nearly to standardize the prices than in the variable forms of commercial printing. An interchange of knowledge, a working together, giving and securing expert advice, "treating one's neighbor as a neighbor ought to be treated"—remembering that not only the members of one's calling but every other man, or the public, is a neighbor—are things legitimate and immensely profitable.

MAKING THE NEWSPAPER OFFICE A CENTER OF COMMUNITY INTEREST.

Along the plan of the Brooklyn, N. Y., *Eagle*, and of many other especially successful newspapers in both large and small cities, of making the newspaper office a community center, the following comes from Michigan:

Hillsdale, Mich., March 31, 1911.

Editor National Printer-Journalist, 4816 W. Ravenswood Park, Chicago, Ill.

An opening for a newspaper is quite a unique affair. Such was the feature of the change of the location of the Pittsford Reporter, which moved to new quarters recently.

The paper has just changed hands, and a couple of hustling young men, Rev. A. V. Whipple of the Hudson, Michigan, Baptist Church, and C. A. Whipple of Grand Rapids, have come into control, and in giving an account and explanation of their opening, they say:

"We thoroughly believe in the opening applied to the nespaper business as well as to a mercantile institution. Our opening proved profitable to us. The town is a live hustling community, and the people appreciated this as an evidence of the aggressive policy of the new firm. Over two hundred visitors attended the opening. We served warm sugar and other refreshments, and the money that poured in from subscriptions pleasantly surprised us. We were inaugurating a contest at the time, and one or two of our contestants had a strong leverage on our guests who felt indebted to us for our hospitality."

"We had just moved from the old quarters which the office had occupied on a side street, to a building on the main street. We had the machinery rearranged, and the change of location and the changes in the arrangement of the office, made the place look new to those who had frequently visited the shop.

They appreciated our shuffling up the old order of affairs and have met us more than half way in the matter of giving us business, and patronage."

WALTER JACK, Hillsdale Leader.

Perhaps not many newspapers are situated so as to interest their friends by treating them to new, hot maple sugar, but we have had splendid sugar weather and the sugar camps are of much interest and pleasure at this time of the year in some parts of Michigan, and awaken many pleasant memories, so that, if they can not be visited, the next best thing is to bring the sugar to an opening of the local newspaper. A maple sugar loaf or a "sugaring off" for the benefit of subscribers and readers would be a benefit to many newspapers, that are lacking in sweetness and optimism.

The idea, however, is to take advantage of any temporary or permanent interest in a city or community, in order to show the newspaper's aggressive good-will and that editors and managers are up-to-date, all the time, and in touch with the interests, enterprises, institutions, industries, social wants and pleasures of the people. It may be the entertaining of the graduates of a school; the placing on exhibit the best products of the farms, or of local factories or a hundred and one other things, in the lines of business, of industrial education, of local improvements or employments, benevolences or pleasures, but always to place the paper in closer, helpful, pleasure-giving touch with the people, their interests and activities.

SOME ECONOMIC ADVERTISING TRUTHS.

ADVERTISING IS ECONOMIC SALESMANSHIP.

Newspaper advertising is the best, for the people all go to the newspaper for news, and adevertising is business news that deals with the wants of the people, directing the ways to the supplying of these wants.

Advertising is different from other news in that it admits the exercise of the editorial function in application of the facts in a way to lead to conclusions.

Advertising is like other news in that it should be honest, candid, informing, entertaining, with the important facts first stated.

Advertising is intended to teach, and like all teaching must be sensible and persistent—"line upon line and precept upon precept"; "here a little and there a little"—bringing forth things that are new, and reviewing, newly stating and enforcing things that are old.

Advertising should be honest, otherwise it is not news but fiction; not instruction but misinformation, injurious to the misinformed and to the advertiser. *Falsa in una, falsa in omnia*—"false in one, false in all"—is an old maxim and falsehood as to one article advertised, not only, in the end, hurts the sale of the one article advertised, but hurts the advertiser in the sale of all other articles; tends toward the ruining of business and is the enemy to all permanent success.

Misinformation in advertising, much more than misinformation in other news, or as to events, hurts a newspaper, for advertising news is intended to lead to expenditures for benefit and profit, and misinformation that results in a purchase often leads to great inconvenience, and the indirect damage is much greater than the loss of money expended, while other news or information is calculated more to entertain and to increase general intelligence and human sympathy than influence investment.

Advertising is service not alone to the advertiser but to the reader and if valueless to the reader or prospective buyer, then it is of no value to the advertiser. The publisher's obligation, morally, is as great to the one as to the other.

Selfpoise or balance is nowhere more useful than in editing or managing of a newspaper. An assumed dignity, stateliness or superiority has no place in a newspaper office and will soon cause one to be laughed out of court in this practical age of universal intelligence and independence of thought, or oftener, will make one to be disliked. The newspaper man is the servant of all in a service that requires worthiness, knowledge and qualities that command confidence and respect and places one in genuine esteem above those who are served. This esteem can only be secured and maintained by perfect balance that comes from a full appreciation of limitations as well as of possibilities, and is founded on conscious rectitude and loyalty to the service and to the served. It is wholly consistent with genialty, good comradeship and friendliness, but never is disturbed by either praise or blame; is fearless but courteous; aggressive when necessary, but never offensively egotistic or insistent; bold in the right but never overbearing, supercilious or dictatorial.

* * *

Fortunate is the newspaper editor or publisher, who can bind the whole force to himself and the paper, with love, loyalty, and pride, and make of the patrons of the paper not alone mere advertisers and subscribers, but enthusiastic admirers and friends. The worthy head of a worthy newspaper must have the faculty of impressing upon all employes a feeling of the dignity and worthiness of the work and the importance of every worker thereto, and the absolute necessity for each member of the force to perform the work in hand, with highest possible perfection, thoroughness, ability and promptness or efficiency. The faculty of creating zeal and a feeling of individual responsibility in every member of a force is alike valuable in a newspaper and a printing office. The editor manager, superintendent or foreman must set the example for the force, and while possessing, and rightly impressing and maintaining, a superiority in posotion and ability, the responsible head or manager of a newspaper or superintendent or foreman of a printing office, must have the comradeship of fellow workmen, and demand of himself as well of all the rest, to the accomplishment of the desired ends, like efforts and the best that is in himself and in them. One at the head of any department of work, where there is so much of detail as is required in a newspaper or printing office, while he must never lower his authority or shrink from constant circumspection, or shirk his duties and responsibilities as director in the work, should seek co-operation and suggestions and the lively interest of all and each under his direction. He should be ever pleasant but firm, cordial but insistent as to performance of the work of each promptly and skillfully. Faultfinders and disturbers are not to be tolerated, no more are indolence and discontent. These, however, are not to be cured, overcome or set right by abuse or reproof in presence of others, but by clear heart-to-heart talks with the offenders, reminding them of the injury to the business of the unworthy course of conduct and pointinng out the necessity of a different conduct. Nine times out of ten such a course, backed up by good reasons, by kindness and firmness, will work a reform unless the offenders are incorrigible and then a discharge is the only remedy. It may be hard, at times, to turn off an employe, especially if such an one has been long in the service, is popular among the other employes and has previously done better, but the business is more important than any one or a half a dozen employed therein, and the welfare of the many who are employed therein and are dependent upon the business and its success, is likewise to be considered. At times it may be well, if it is thought that the discharge of a personally popular employe will cause hard feelings or discontent among the other workers, to make a statement of the causes of the discharge and show how directly injurious, not only to the business but to all employed therein or dependent thereon, must have proved the continuance therein of the indolent, insubordinate, faultfinding, trouble-making, inefficient persons discharged for cause, and no one should be discharged without good cause. Every worker should feel that his position is safe, up to the demands of the business, so long as he does his duty, is loyal and effective and, more than this, every one should feel that he is sure of such consideration and advancement as his service and merits deserve. We have no great admiration for Napoleon's career of destruction, but that he accomplished such great deeds in the face of difficulties that would have overwhelmed any other man of his generation, can only be explained by his recognition of the men under his command and the belief among them that everyone would receive his full deserts. The familiar expression of his that "Every knapsack contained the possibility of a Field Marshal," was only an expression of his whole idea of his treatment of his men.

It is a good thing in any newspaper or printing-office, when each employe feels that he is to advance in accordance with his merits and proven ability; that every reporter's pencil contains the possibility of an editor's desk, or every printer's stick the possibility of a foremanship or superintendency. There is much, besides the internal management of a newspaper or printing office, necessary to success but it is certain that the lack of efficiency within, will defeat the greatest editorial, publishing, managerial or business ability outside, while loyalty, ability and efficiency within, will win a fair success, often in spite of defects in editorial or business management.

* * *

All successful newspaper publishers fully understand the value of the home field for news. Home news, of all matters of interest to people in all parts of a city, is of not less value to metropolitan dailies than is local news to papers in the smaller cities. This

being the everywhere admitted fact, the only question remaining is as to how to best cover the field and to realize therefrom the fullest possible harvest of interesting, useful or instructive accounts of facts or events. Metropolitan papers are constantly creating news by putting in motion, and advocating, measures for good government, city improvement, and beautifying; for new and better streets, for public utilities and for commensurate public service; for parks, playgrounds, social settlements, benevolences, libraries, schools and so on, as well as for the promotion of commerce and manufactures. All these, so far as applicable, possible and existing, are equally important in the smaller cities and the countryside. The people of a metropolis are not unlike the people in another community, but, in a great city, there are hundreds of separate, social and small business centers and the residents of each, as to many social, church, lodge and other affairs, are directly interested only in those of their own neighborhoods, where they reside and where they are personally acquainted, and no one paper could begin to give all the news for these separate business and society centers. On this account neighborhood papers exist all over the large cities, to give the news and advance the interests, institutions and business of these neighborhoods, generally not extending more than a half-mile each way, or a mile square, from a pretty well established center fixed by a railroad or elevated railway station or intersecting street-car lines. So the metropolitan daily is left to give the more general events, and criminal news. Outbreaking crimes, anywhere in the city, are supposed to interest all residents so that these occupy a large space in proportion to other news, and, sometimes, cause outsiders to think that the metropolis is a sink of iniquity—forgetting that really two or three hundred communities or centers of population are represented, aggregating millions in number of inhabitants, and more than any one of some thirty or more of the different States, besides unfortunately having many congested districts of foreigners from Southern Europe where crimes are prevalent and who have not become Americanized. The neighborhood papers in a city contain very little record of crimes. Naturally, in neighborhoods where ignorance and vice prevail there are no neighborhood papers.

The neighborhood papers, in a great city, are devoted very largely to church news, supplemented by the news of the local Y. M. C. A., and Men's Clubs, the W. C. T. U., the Woman's Club, Grand Army Post, Relief Corps, Masonic, K. P., I. O. O. F., and other lodges, the schools and social events, and personals, local street and park improvements, etc. On the whole, our metropolitan cities are more thoroughly covered with newspaper service, than are the smaller cities, though the opportunity for serving local industries is not as greeat as in rural districts.

Every paper in a smaller-sized city has a more complete and varietd field for local news than has the newspaper in the metropolitan cities. General news naturally takes precedence in the metropolitan city, for the readers, scattered over a great city, have, outside of the large business establishments and center, little acquaintance and little direct general community interest. A publisher of a great daily in New York City, Mr. Adolph Ochs, on being told of a subscriber in Chicago who had said the New York *Times* was, in his opinion, the best daily in the United States, and beng asked if an effort was made for such outside subscribers, replied: "No, why should there be, with a home population, within immediate reach of eleven million people?" All papers, as we have had occasion to remark before, have come to be largely local in circulation and each has a local field. This has been the result of universal telegraph and general news service, affording dailies all over the country, the general news at the same time.

Besides covering the general news, the daily newspaper in the small cities, as we have noticed, has more varied home interests with which to deal than has the great Metropolitan paper. Every event in a small-sized city, worthy of recording at all, is of interest to all the inhabitants of the city and generally of the whole county in which the paper is located, and all the county news is, also, of interest to the inhabitants of the city, as are all the local industries and institutions of both. As an illustration, the farmers who sell their wheat from their own wagons at a mill in a leading city of the county, and expend their money on purchases in the local stores, are interested directly in the mill, in its owners and operators and the methods of manufacture, and in the local merchants where they trade; vice versa, all these are interested in the farmers and the productiveness of their farms, and so it is with all other local manufactories, institutions and industries. There is a close community of interest and of acquaintance between country and town. The true newspaper man, who fully covers his field will find a profitable opportunity to give news as to mills and factories and to promote all the industries in the city on the one hand and, on the other, to give the news of the farmers and of the farms and to help in the promotion of good farming, dairying, stock raising, etc. The same thing applies to all local business, schools, and other institutions and social events and personals. There is a better opportunity for varied home usefulness, then, in the smaller than in the larger cities. The editor who lives up to his opportunities, must have broad and varied knowledge and need never lack for variety or quantity of matter within his own field of direct interest to all the readers. We have endeavored to show heretofore, and especially in last month's issue, how widely and wonderfully useful, and how interesting, such an editor may make his paper and how permanently popular and profitable while direcetly aiding in building up agriculture and all the other local interests, industries and institutions.

It is stated that our greatest statesmen come from the smaller cities. It is because the men therein come in contact with all interests, and into intimacy with, understanding and appreciation of, all the people. It is certain that our most successful editors or newspaper publishers have developed from the smaller cities for like reasons. However, these have been men who have made the best of their opportunities, who have conscientiously covered every interest in their field of work and have been broadened in knowledge, in human sympathies, the country and its varied institutions, the people and their rights and relations.

The metropolitan city specializes and makes sharp, shrewd men; the smaller cities and countryside produce broad men. The all-around newspaper men, the all-around printers, lawyers, and broad-minded statesmen come, almost invariably, from the smaller cities, not because of any superior virtues of the smaller cities, but because, if success is won therein, there must be greater effort on many and varied lines in many directions. Are you improving your opportunities or are you just living along and enjoying the easier existence, possible in the smaller-sized city?

The Harvard University Course in Printing

By J. C. Dana, in The Graphic Arts, March, 1911.

THE art of printing and the printed page have not yet taken the commanding place they will ultimately occupy. To justify this prophecy one need but group together a few familiar facts and call attention to their cumulative evidence. We are accustomed to think of the present age as the age of print; whereas, in the light of recent developments in printing processes, of certain facts in education and in the psychology of reading, of the peculiar character of print as a stimulus to its consumption, it is evident that the age of print is yet to come.

Reading is against nature. Man seems to have come to his present physical and mental development several thousand years ago, when the factors which had theretofore continuously operated to improve him in these respects ceased to act. When nature thus withdrew from him the influence which had long been acting to give him a better physique and a better brain, she left him with glottis and ears well adapted for speaking and hearing and with brain centers well developed and well arranged for understanding spoken words. The eyes had been used but little, and by very few, for seeing the visual symbols of speech, and the brain had not developed an arrangement for either the direct apprehension of written speech symbols or for transferring the impression of those written symbols to the center for comprehension of speech.

What was true of man, in relation to speech and writing, when nature withdrew her stimuli to growth and development ages ago, was almost, if not quite, as true of him when printing was invented in the fifteenth century. A few had written speech symbols and a few more had read them; but most of mankind had had no opportunity to read. What man lacked in Gutenberg's day, this mental equipment for reading, man lacks still. The learner pronounces the words he sees, thus changing the visual to auditory symbols even as they enter the mind. Later, as he learns to read more readily, he moves his lips and mumbles the words to the same end; and always, no matter how skilled a reader one may become, he almost always mumbles in his mind the words he sees before he comprehends them. To cut short this mental process; to compel the brain, not by nature apt for the task, to transmute quickly visual word symbols into auditory ones; to reduce to a minimum the amount and intensity of the mental mumbling process, this is very difficult; yet all who would become rapid readers must accomplish it.

Printing, by its prodigious development in recent years, is making the process easier for each new generation. It is not giving to each new generation a brain better fitted for reading than was that of the previous one; but it is, out of its marvelous abundance, so multiplying the opportunities for reading, and, one may well say, the necessity for reading, that each year finds the young reading more, reading earlier, and reading more readily, and finds the elders daily adding to their reading skill.

Print assails the eye at every hand. Even the package of sugar, once taken home from the grocer's in a paper of meaningless drab, now carries a message to every eye. As with sugar, so with countless other things. All with one accord teach the art of reading. Life today teams with print. The penny daily is the world's primer and first reader, if the grocer's package and the wayside poster are not entitled to be so called.

The habit of reading and skill in reading thus fostered by printing seem to grow in geometrical ratio. The habit becomes more persistent; the skill becomes almost automatic in its perfection; more print is poured forth; more persons each day read it more readily, and more each day demand that more words be printed. The teacher, print, is thus itself the thing which its lessons incite its pupils to desire. As nothing in the world's history is quite like print in its effect on man, so nothing in the world's history is quite like the marvelous processes whereby print continuously fosters the consumption of its very self.

I have dwelt thus at length on these facts because they seem at once to demonstrate my opening statement that the amount of print, which man will in due course consume, will be great beyond all present comprehension—if the print can be supplied. And this brings us to the printer.

The growth of his annual product in recent years shows that he has scarcely begun to develop the possibilities of his output.

Of newspapers and journals we now absorb, in this country alone, not less than 13,000,000,000 copies every year, six times as many as we absorbed thirty years ago. The production has risen by leaps and bounds. Most of the more important of improvements in the printing process have been made within fifteen years. Advertising printing is almost a child of yesterday, yet now amounts, in newspapers and journals alone, to $200,000,000 yearly. Among our great manufacturing industries printing stands seventh, and in the last five years has had a greater ratio of growth than any other. Print finds a thousand uses now to a score a few years ago. The printed transfer slips for trolley lines now issued by millions; telephone directories, now printed in thousands of tons; millions of cartons used in the retail distribution of a thousand familiar articles, all these have come to the printing press almost within a day. They are all printed; they all invite reading; and they all help to make more and better readers and thus all help to create a demand for more printing still.

And now, with all this astounding growth in printing in recent years, what of the printer himself?

In the early days the mystery of the craft, its marvelous effects and the religious sanction it took from the monastic copyists to whose work it succeeded, all tended to give the printer a high and commanding position. He often took his work and himself very seriously; gave freely of time and thought to his productions; respected himself and his calling and was respected by the learned world. But the art naturally soon became thoroughly commercialized, lost its mystery, reverence ceased to be be paid to it, and quantity rather than quality of output was sought by both producer and consumer.

In the last three centuries a few men, and a few only, have distinguished themselves by giving whole-souled de-

votion to printing; by bringing to it a high and well trained intellect and by producing careful, honest and distinctive work. The vast majority have been content simply to print. The reading public has meanwhile asked for little of the printer save that his products be legible. This indifference of the printer and the reader does not, perhaps, fully explain the craft's decline; indeed, we seem to lack adequate reasons for the development of that indifference. But, whatever the explanation, this fact remains, that for several hundred years the most important of all the arts; the one which alone seems distinctly to differentiate our civilization from that of any other age; the one which is doing more to modify human life than any other; the one which at once both preserves and distributes the results of all research, exploration, experiment and thought; the one which more efficiently promotes learning, wisdom and all the fine and applied arts than any other,—this fact remains, that this craft has not received either from those who follow it or from those who use its products, the esteem, respect and attention which are its due.

While commerce, banking, railroad building, architecture, the fine arts, engineering, medicine, law, government, as well as carpentry, plumbing and a score of other professions and callings have been made subjects of study in schools or colleges or universities or institutes of technology; have been discussed as subjects of study in scores of volumes and have been handled in scoress of educational text-books—while all this has been done for almost all other trades, crafts, arts and sciences, printing, which is the foster-mother of them all, has received no such recognition.

I do not attempt to explain this remarkable situation. That task must be left to the psychologist and the historian. And I do not wish to imply that I hear from printers themselves any complaint about neglect, disrespect or failure to appreciate their importance and their difficulties. I am simply stating the fact that no great university, indeed no school of note of any character whatever, had, up to the year 1910, in this country at least, ever considered printing as a subject worthy of a place in its course of studies.

The fact is astonishing. I believe it will seem more astonishing still, when viewed in the prespective of a dozen years.

Harvard University has maintained for nearly three years a graduate school of business administration, with a two-year course, which undertakes to give specialized instruction leading up to a business career. It thus recognizes the claim of modern business to be regarded as a profession, equally with the applied sciences, medicine, law or divinity. The two years of graduate study, based upon the preliminary college course, comprise a series of new courses in general subjects, commercial law, economic resources, and industrial organization, followed by the more specialized courses leading directly to the business for which the student is fitting. The school is designed for those aiming to fit themselves for ultimate attainment of posts of responsibility and leadership in the business world. There is no expectation of turning out captains of industry ready-made. Graduates must of course begin at the bottom of the ladder.

To the specialized courses for the second year of this school, Harvard has this year 1910-11, added a course in printing. Of this course one special series of lectures is being given, under the heading, "An Introduction to the Technique of Printing," by a group of printers, manufacturers of printing presses, makers of printing inks and makers of paper, and by specialists in these and allied lines of industry.

This course, opened by an introductory lecture on January 30, 1911, may be said to mark an epoch in the history of printing. From it we may hope to see a notable change for the better in the attitude of the printer toward his calling and in the attitude of the public toward the printer. Perhaps one may more properly say that it indicates that the change is already under way. No remarkable results are looked for in the near future. The number of students is small. The project is laid on new lines, in a field never yet pedagogically explored. Advance will be made by slow and cautious steps, in the hope that after a few years of careful experiments and close observation a tentative outline for education, in so much of printing's technique as a future master of shop-workers may need for his primary equipment, may be safely promulgated. All this is in accordance with the best traditions of education and of Harvard itself.

This first course, introductory to the technique of printing, is not a course in technique itself, though those who take it will be given opportunities to learn something of actual printing under the best modern conditions. It opens up the subject; it does not attempt to expound it save in outline.

Briefly it is as follows:—

Introductory Lecture—John Cotton Dana.
The Preparation of the Manuscript—E. Byrne Hackett (two lectures).
Type and Composition—D. Berkeley Updike (twelve lectures).
Paper—
William H. Wheelwright (four lectures).
Arthur D. Little (two lectures).
Printing Ink James A. Ullman (two lectures).
Reproducing Processes—
A. W. Elson (two lectures).
William C. Huebner (one lecture).
Printing Machinery—
Herbert L. Baker (two lectures).
Henry L. Bullen (two lectures).
A. F. MacKay (two lectures).
Printing Office Construction—
Henry Lewis Johnson.
Walter S. Timmis (two lectures).
Printing Office Management—J. Horace McFarland (three lectures).
Commercial Bookbinding—H. M. Plimpton and A. E. Barter (three lectures).
Distribution—C. Chester Lane (three lectures).

The auspices of this, the first university course in printing in the world's history, the first introduction of typography to the noble company of the humanities, since those days of the fifteenth and sixteenth centuries when the humanities presided so wisely over her earliest years—the auspices of this event are most favorable. Harvard has conferred a certain dignity upon the typographer; the typographer, we may well believe, will not only offer proper homage to the university which has thus honored him; but will also bring in his turn new honors to the university.

It should be noted that the existence of this first university course in printing is in part due to a group of men, calling themselves "The Society of Printers," who have for several years been quietly and studiously at work at a twofold task, first, that of strengthening their own powers as craftsmen through study and conference and, next, that of adding by precept and example to the dignity and effetciveness of their calling.

Do Readers Edit Newspapers?

ROBERT LINCOLN O'BRIEN, editor of the Boston *Herald*,—whose name is indication of the change in descent of the Bostonese of today, from the old Pilgrim Father Puritan stock, that came over in the *Mayflower*,—in a recent lecture in the Bromley Course in Journalism at Yale, claimed, that the profitable newspaper is edited, or its contents determined, by the readers, rather than by the editor or publisher, with the result that the "newspaper seems in course of shifting over from a vehicle of information to a species of entertainment."

"In many cases it has become," he declared, "a one-cent vaudeville. Some of the most successful newspaper properties of the country do relatively little with real news. They put the striking stories on the front page, and perhaps cover one or two others with news, and then proceed to fill ten or twenty pages more with everything that will bring the laugh or help while away an idle hour.

"Groups of comic pictures of the 'Peck's Bad Boy' order are literally selling millions of newspapers. An account of the overturn of an old world dynasty is estimated as not so good a circulation-builder by the typical twentieth century journal as a freshly-drawn picture of the cow jumping over the moon, expressed in modern equivalents."

This may be true, in a measure, of Boston, but our observation is that it is very far from the truth, taking the country at large. Never was there such a vast expenditure for news by our most successful papers as at present; never before has there been a greater demand for able editors and writers and never before have they been so liberally paid.

Boston has always been somewhat provincial and in three or four of the large cities of this country, on account of the great influx of people from other lands, without education in our language and institutions—strangers in a strange land—many of them existing and laboring under hard conditions, with limited interests, views, and a narrow outlook on life, there has been found a demand for a sort of kindergarten kind of newspapers, with large type and display headings, pictures that read the same to people of all tongues; over display and exaggerated human characteristics, that bring diversion to the wearied and overworked. It is also a fact that all earnest, overworked people, burdened with business cares, as well as with the eagerly sought information of the whole world—set forth in our great dailies, and, bearing in their interest and sympathy, the problems, doings, calamities and burdens of all mankind—turn to humorous pages and comic illustrations of the newspapers for rest and diversion, but they do not buy their newspapers on this account. There are, also, in all normal families, children who understand and enjoy pictures and humor. These afford to them rest from the strenuous studies of the school.

The enjoyment of the relishes of a meal, must not be mistaken as doing away with the necessity for the nourishing substantials. Comic pictures and the humorous features form a very small part in quantity or cost of the newspapers, compared with the news, the editorials and the substantial miscellany dealing with all the wisdom, discoveries, observations, progress, characteristics, travel, aspirations, interests and wants of mankind.

Some years ago, we believe, the Boston *Herald* did away with its comic supplement as being silly and useless, while its nearest rival retained this feature, and the *Herald* lost heavily, as we understand, but we doubt whether the eliminating of the pictures had the most to do with the decreasing of circulation.

As we have judged, Boston, by reason of its location and history, its lack of broad commercial connections and transactions with all sections of the country, has become somewhat provincial to New England, and the *Herald* neglected to cover, as thoroughly, at least, as its nearest competitor, this local field—neglected gathering, publishing and making the most of its city and suburban news—of all the events of New England, of which Boston is the "Hub."

The interests of a constituency must always be taken into account and those that are nearest and foremost must receive especial care and be given great prominence. If the real overtopping interests of a people to be served are in a measure circumscribed, a newspaper must take cognizance of this fact as well as of the character of the people.

On the whole, through commerce, through postal and telegraph service, through travel, trade, migration and interchange of population; through vast development and great enterprises, the people of this country have become neighbors to all the world, and are interested in the news of all sections. This is not so broadly true of New England as of most of the other sections of our country, but conditions there are changing. New England has been more dependent upon local manufactures and the loaning of money, the buying of stocks and bonds than on wide, National commerce. The newspapers are compelled to take these considerations into account.

In what we have written, there has been no idea of criticising Boston or New England. We love New England and her people; our beloved mother was a native of Vermont, and, to our memory and thought, one of the noblest women who ever, without other impulse than love or thought than that of duty, devoted her life to her home and children and her grandchildren, far from the scenes of her childhood, on the frontiers of civilization, first in Ohio, then in Illinois, later in Iowa, Minnesota and South Dakota; often in the midst of sickness and death, always in the midst of hardships and privations.

No, we love New England and all her history and memories; "her rocks and rills and templed hills," her enchanting scenery and the sweetness and varied beauty of her autumnal landscapes, and have often longed for a home there.

However, there is a difference in conditions that make it impractical to judge, therefrom, institutions in other regions, and, least of all, the American press, as to broader requirements.

No other institution is so broad in its demands as is the American newspaper. There is nothing in all the world touching human life, anywhere, that can be foreign to true American journalism. Its character depends upon the broadness of understanding, of human sympathy, of mental grasp of the editors and writers.

Readers grow upon and come to love and demand those things that are furnished in the newspaper columns, provided always, that these contain human interest, useful or entertaining information and appeal to human interests, and sympathies and awaken

thought or sentiment. The newspaper is not a book of science and must not be as dry as dust, but it should contain practical, applied science, live, current literature, the living history of passing events, the biographies and doings of men of affairs and all else that pertains to human aspirations, undertakings and accomplishments, in business and the industries; in city and home building; in governmental progress and improvement, perseverance and education. In no small degree, newspaper readers take to, assimilate and come to love what is furnished them in the newspaper columns, so long as the same contain nutrition and things capable of assimilation by human minds and hearts, just as, physically, our New Enfland ancestors took to, assimilated and came to like, exceedingly well, New England baked beans and pumpkin pie. Editors are, in no small degree, responsible for the tastes of newspaper readers, though there must always be nutrition in what is furnished. The makers of newspapers rest under grave responsibilities that cannot be avoided or shifted upon the readers. However, the editors must ever take into account the character and interests of the readers and every new dish must be made palatable. Taste can be developed and cultivated. The danger is that newspaper-makers will underestimate their readers. Papers are sometimes endured, though they are disliked and made subjects of jest or ridicule. Mr. O'Brien is only partly right when he says:

"It is the reader who really edits the newspaper. Every time he lays down a coin he is shaping the direction of journalism, just as when he opens the faucet he is accelerating the steam pump at the reservoir.

"Economic law is after all a great democracy, and unlike those of politics, it provides for minority representation.

"The sum which the individual pays for any commodity, whether a newspaper or a linen collar, is really a vote on the style of that article which he desires to have produced.

"In the selection of his newspaper the every-day reader is directing journalism in its sense of proportion, its approach to the news of the world, whether by direct or differential route, in its variety and crispness, and above all else, in its honesty."

The reader does not put the water into the faucet or furnish the steam. He turns the faucet, expecting to find the fluid therein that is palatable and that nature demands. The purchaser of a collar does not fashion the design; in design it may be different from anything that he has ever seen or used before, but the designer has had an understanding of what is becoming; of what would fit in with a man's clothing and comfort, his convenience and appearance, and the buyer accepts the design because it appeals to him. He probably had but very little idea of what he wanted to have produced until he saw the perfected work.

The *Saturday Evening Post* has a million and a quarter of subscribers and purchasers, yet it is very far from being "a one-cent vaudeville," nor is it sold by reason of "groups of comic pictures of the Peck's Bad Boy order," but it has the greatest sale of any weekly in the United States, not for a penny, but for five cents, because it contains high-class, economic articles, editorials and stories that rank as highest literature.

We fully agree, however, that the selection of such a paper shows that there is a demand which the directing minds of the Curtis Publishing Company found and have successfully cultivated and that, in selecting and purchasing such a paper and other high-class publications, all over the United States, daily, weekly and monthly, buyers are bringing journalists to a sense of the requirements for the highest, most worthy success and "directing journalism in its sense of proportion, its approach to the news of the world, whether by direct or differential route, in its variety and crispness, and, above all else, its honesty."

Some Edifying Meditations

WORTHY AIMS AND GRATIFYING ACCOMPLISHMENTS STATED IN A TWENTY-FIFTH ANNIVERSARY

On March 15th, the West Union, W. Va., *Record*, completed its twenty-fifth year under its present management. The editor, L. P. Smith, who, it seems, besides other difficulties, connected with conducting a newspaper, has had to contend against bodily weakness, indulged, in some meditations and a brief statement of aims and review of accomplishments in honor of the occasion.

In his reminiscence, he indicates that the constancy of friends has been the most gratifying, saying, among other things:

"The most consoling thing that has been so noticeable through all these years, is the loyalty and constancy of its patrons and friends. Those who were with it twenty-five years ago are with it yet, firm and true, except those noble, faithful members of our "Old Guard" who have been called to their eternal reward. This constancy and abiding friendship on the part of its supporters has been the joy and pride of the manager, and has been a constant comfort in times of hardship and toil.

No one but those who have gone through with it, can imagine the work and worry and privations and self-denial in a period of a quarter of a century in an enterprise like this, especially under circumstances similar to those which the manager of this paper had to struggle.

Though the enterprise was begun in a humble way, it has ever been the aim to keep the paper in the forefront of the progress of the town and the community.

In twenty-five years the *Record* has made rapid strides in every way. Its circulation has been immensely increased and its readers now number more than six times what they did then. From time to time its influence has widened until it is recognized as much more than a local newspaper. Besides its local circulation, it numbers among its readers many in all parts of the state and quite a sprinkling in every state, and especially in the Middle West and the Southwest.

Its influence as a state paper is more noticeable now than ever before. This is especially true since the leading part the *Record* took in the recent fight in favor of the people against the special interests and predatory wealth in the election of two United States Senators from this state. For the stand it took in this matter it has been highly commended all over the state and its editorials on this subject have been extensively quoted by the press in every part of the state, and many words of commendation and praise have come from all sides, and its circulation is widening and increasing at a most satisfactory rate."

"To keep in the forefront," to be sincere, actively in sympathy with the people and intelligently and fearlessly to stand firmly for their interests, and to tell fully of their undertakings and doings, affording a complete, sympathetic history of local events, are the essentials to the securing recognition and respect, so that even those who move to other places will still want the old, home paper.

Non-chargeable or chargeable—the hours they analyzed—
This great idea of Hartman's would make the printers wise.

ALL—And then came Morgan. They launched an organ,
Ben Franklin Monthly then was set afloat.
This scheme of Hartman's, the Franklin Hartman,
Must go before the printing world to note.

Thus grew the First Great Congress, when men from ev'ry state
Came on to Great Chicago, they studied hard and late;
They formed the first Cost Congress, put Hartman in the chair;
They formed a great Commission then, and Morgan said "Beware!"

ALL—"'Tis facts we're after, so quit your laughter,
We'll find the cost of every kind of work,
For we are able to turn the table
So far we've had to slave like any Turk."

This caused a great commotion throughout this grand old world;
The Standard System came to light, and everywhere was hurled.
The printers wrote from every land—they wanted this new light;
All, all but cranks they welcomed it—'twas joyous to their sight.

ALL—So all together in any weather
We'll boost our own Ben Franklin one and all:
Sing every nation, all creation,
Chicago, old Chicago leads them all.

A Pioneer Editor of Wisconsin Dies

FRANK COOPER, connecteed with the *Badger State Banner* of Balck River Falls, Wis., as early as 1857 and joint proprietor and editor of the paper in 1866, died at his home, on March 9th, of apoplexy. He was born in Derbyshire, England, on March 27, 1825, and was looking forward with anticipation and fond pride to his eighty-sixth anniversary, when death cla'med him within an hour after the first unexpected stroke of the disease.

During his connection with the paper, Mr. Cooper had been associated in the business with that well-known veteran of Wisconsin journalism, Col. J. A. Watrous, and later with W. T. Price and his sons, C. J. and G. F. Cooper. He retained an active interest and worked in the business until four years ago, although in 1888 he had sold the paper to his son, Geo. F. Cooper, who is now the owner and editor, and who gives a most interesting outline review of his father's life, the following extracts from which will be found of interest:—

In 1833, his father having moved to this country and settied in Ashtabula, County, Ohio, in 1843, the boy, Frank, Cooper, accepted a proffer to learn the printer's trade in the Ashtabula *Sentinel* office. From that time on, except for interruptions, he had been engaged at printing and publishing until forced out of service about four years ago by physical disability, particularly including failing eyesight.

After serving his three years apprenticeship in the *Sentinel* office and becoming a journeyman printer (and they were more particular about the time of service then than now) he accepted the position of foreman and all hands in an office at Conneautville, Pa., which was only about a four hours walk from his old home. He worked six months there, and of his wages during that time he drew exactly fifteen dollars in cash, got a small amount at trucking, and the balance is still salted there. After this experience, he took the "westward-ho" path and late in the summer of 1847 landed at Milwaukee. He only worked briefly there and then visited Waukesha, Watertown and Racine, but finding work not very satisfactory, he went to Chicago, where there was plenty of work and a scaracity of printers on account of the prevalence of the ague. While there he was offered and urged to take a couple of lots in the present heart of the business center of the city, for a mere trifle, the owner being anxious to raise some money with which to get away from the disease-breeding conditions. The sacrifice was doubtless made to some man who is now a millionaire in consequence. Not liking Chicago, Mr. Cooper returned to Racine in 1848, and worked on *The Old Oaken Bucket*, run by S. P. Rounds, who afterwards became the proprietor of a type foundry in Chicago and later government printer at Washington.

On December 24th of that year, Mr. Cooper was married to Miss Catherine Fox, at Racine. To them were born three sons, all of whom are still living, Charles J., being in the railway mail service and residing at Eau Claire, Geo. F., being engaged in publishing the *Banner*, and Arthur S. being a civil engineer in the service of the U. S. Government at Savannah, Ga.

In the winter of 1854-'55, his family being then temporarily in Ohio, he was in Lansing, Mich., and was one of five printers to do the work of setting and printing the proceedings and bills for a session of the Michigan Legislature, and he has often alluded to it as the most strenuous job of printing he ever undertook. In order to keep up with the procession and fulfill the contract they never worked less than fifteen and much of the time eighteeen hours per day, for night lights using whale-oil lamps which smoked so that it was necessary to scrape off the windows every few days in order to get sufficient daylight. He was also one of three men to take the contract for setting the laws after the close of the session

of the Legislature, and though this was a hustling job, it was not quite so strenuous. Of these five men he was the last survivor. Three of them died of consumption within two years after this experience.

The summer of 1857 found Frank Cooper temporarily employed on the Ripon *Home*, and while there he was offered the position of foreman of the *Banner* office, which he accepted, arriving a few days before the *Banner* was a year old. Late in the fall he moved his family from Rosendale, in Fond du Lac county, and with the exception of about a year and a half the family home has been here every since. He continued to work as foreman of the *Banner* office and oftentimes as virtual editor also, until March, 1864, when he enlisted, on his 39th birthday, to serve his country in the Civil War. He was mustered into the service at Camp Randal, in Madison, on the 26th of April of the same year, as a member of Company C, 37th Wisconsin Volunteer Infantry. The regiment soon went to the front and was assigned to the First Brigade, First Division of the Ninth Army Corps. He served mostly as second sergeant, but some of the time as orderly sergeant, though after the war he was brevetted as second lieutenant. The regiment saw some pretty brisk fighting, and in one battle it had a close call from annihilation. As it was they were decimated in numbers woefully. In the siege of Petersburg he was seriously wounded and after lying for six hours unconscious within the rebel works he came to and crawled out, dragging his gun by the strap, with his teeth. He was reported as having received a gunshot wound in his hand. This was in part correct, for his left fingers had been flattened against his gun barrel by a rifle ball, but this was insignificant compared with his main injury. A minnie ball was found to have passed diagonally through his knapsack. This was what put him out of action and caused him to be left by his comrades in the realm of rebel domain as dead. It was an injury which he never got over, but, with his will force, it never deterred him from doing a full man's work at everything he undertook, though he never possessed the physical strength of his former days.

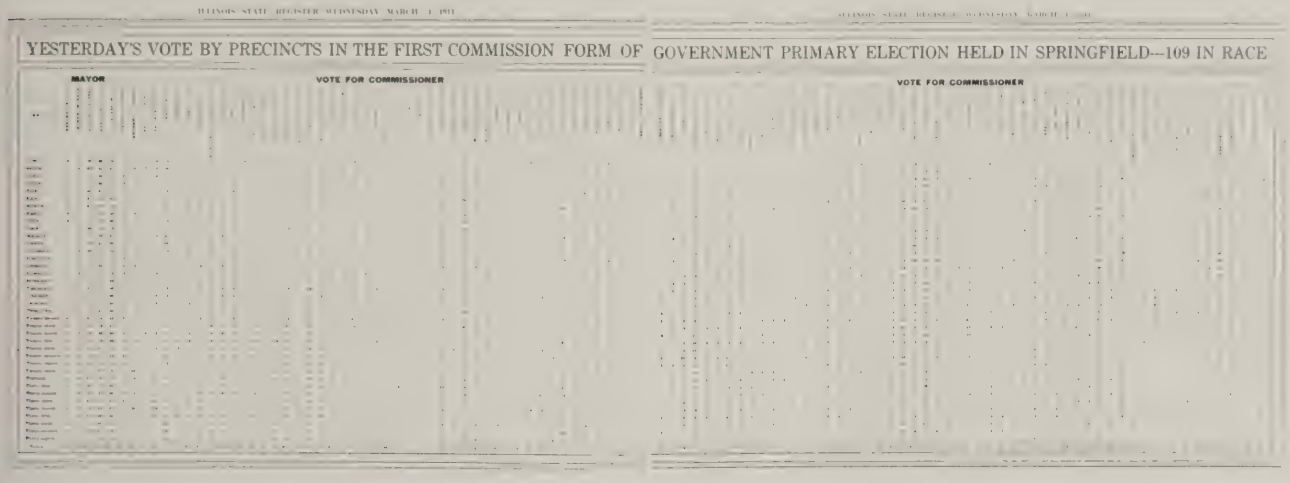
When he returned from the war, there being no room for him on the *Banner*, he went to Neillsville and took a half interest with A. J. Manly in the *Clark County Advocate*. This was the first continuous paper to be started in Neillsville, though there was one which antedated it in spasmodic publication. Little over a year later Mr. Coeper sold out there and returned to Black River Falls, buying a half interest in the *Banner* in December, 1866, of Col. J. J. Watrous, who secured an interest in the office immediately after the war and afterwards taking it all over. From that time on Mr. Cooper's connection with the office was continuous, in one capacity and another, up to about four years ago. He continued as publisheer and most of the time as editor until 1888, when he sold to his son, George.

After selling out, he continued to serve the office in various capacities, mostly at his first love, setting type. As a compositor he was speeedy and accurate. There were few men who could set better proofs up to the very last, and he was still setting type at 83 years of age, and even at this age, he was a veritable information bureau to those who worked with him, in everything pertaining to printerdom, and more. He could not be considered an artist in present-day printing, but he had the technique down fine.

Though a printer of the old school, he took pride in watching the progress of scientific improvement in the art of printing and also in other lines. He was a great reader and one of his favorite publications was the *Scientific American*. He was always progressive and kept up his knowledge of the doings of the world to the very last.

As a man he was doubtless not perfect, but in this he was not lonesome. He had his notions and his whims which would not accord with the views of some others, but who has not. They were only indicative of his independent individuality. It is not claimed that he was an intellectual giant, but he was eminent in his way. He had elements that made for success in business life and we think there is no impropriety in our saying that he was an honest man. He met all his obligations promptly and squarely, and we do nott hink that any man can truthfully say that he was ever intentionally wronged by Frank Cooper. There is probably no man who ever took more pride or got more enjoyment in paying his bills, but generally he did not wait for bills. He always wanted to pay on the spot and he generally asked no advance questions about the price. He took it for granted that people would not over-charge him.

One of his peculiar characteristics was his regular habits, with him it was a time for everything and everything in its time. He did everything by the clock, and when it came time to perform a certain duty nothing short of an intervening circumstance of an extraordinary nature could prevent its being done at that time. He was devoted to duty in all things. It was with him never a question of how much there might be in a certain task, but rather a question of duty. He was always unsparing of self in his endeavors to meet all obligations promptly. He was on time and he never shirked. Probably his jovial disposition and his constancy in greeting all his friends in a spirit of good cheer—with a witty or jolly remark intended to provoke a laugh—was his most striking characteristic in the estimation of his every-day friends.


YESTERDAY'S VOTE BY PRECINCTS IN THE FIRST COMMISSION FORM OF GOVERNMENT PRIMARY ELECTION HELD IN SPRINGFIELD—109 IN RACE

MAYOR

VOTE FOR COMMISSIONER

VOTE FOR COMMISSIONER

Remarkable Compilation and Composition of Election Returns by Springfield, Ill., Register

(See page 240)

Move for One United International Association of Employing Printers

AMALGAMATION, unification—anything. but absorption, was the keynote at a convention of Ben Franklin Club delegates at Chicago, March 18 The meeting was in response to a call made by Mr. Wm. Hartman, President of Ben Franklin Club of Chicago . Delegates attended from Milwaukee, Cincinnati, Chattanooga, St. Louis, Sedalia, Joplin, Springfield, Louisville, St. Paul and Chicago.

Mr. Hartman called the meeting to order, read the call that he had made, and also some thirty responses from other cities than those represented. The answers were nearly all in favor of an organization along the lines of the Ben Franklin Club Movement. The exceptions were from Minneapolis and Des Moines.

Mr. Hartman said that he was in favor of one strong organization and he cared not by what name it was called. The platform of the new organization must be broad enough to be attractive to every printer who wished to co-operate with his fellow craftsmen. He had no personal ambitions whatever, he was not seeking office, for he had already had all the trouble he wanted along this line. He believed that with one organization, the printing industry would go up by leaps and bounds. He felt sure that it would be impossible to get but a small percentage of the Ben Franklinites into any existing organization. It might be necessary to establish an entirely new International body before the desired end could be attained; but certainly with a determined aim at unity, the two bodies could soon find a single platform on which all could stand.

Mr. Sullivan said that Cincinnati was in favor of one and only one organization and did not care by what name it was called. The older organization had done a great work, but the Ben Franklin Club had done a much greater work. There would be no trouble whatever in financing an international organization on the broad lines of educative work.

A member of the Cost Commission said he had joined every organization for the uplift of the printer, but felt all were secondary to the work of the Cost Commission. He would sink every other interest to that of the Commission and fondly dreamed that in the very near future there would be one grand organization of all the printing and allied trades. There was an intense rivalry now as to which body could accomplish the greatest amount of good; but this rivalry must be conducted along friendly lines. If the older organization was doing a good work, more power to it; if the Ben Franklin Clubs were spreading the gospel more speedily and effectually, uphold them and urge them on; if the boards of trade were most efficient, by all means strengthen them. Let all avoid petty squabbles, get under the load and do what seems to be best for the trade at large.

Mr. Miller of Chicago gave the history of his firm with organization work and said that the younger organization had accomplished more in six years than the older body had done in 26 years. An international organization along the broad lines of the Ben Franklin Club would be of untold benefit to the printers of the country.

Mr. Sullivan said that Cincinnati was not in favor of uniting with the allied trades. It was the printers who needed the education and organization. The rest seemed to be quite competent to take care of themselves. He had never seen any good in the older organization, but perhaps it had more vitality than he gave it credit for. The Ben Franklin Club had put many thousands of dollars in the pockets of the printers; and had given them nerve and ambition to secure a greater measure of success in their chosen industry.

Mr. Rotier said that while Milwaukee was in hearty sympathy with all that the Ben Franklin Club of Chicago under Mr. Hartman's presidency had accomplished, it was not in favor of another international organization. The Typothetæ was the parent of all other bodies, and no other organization could have accomplished what has been accomplished but for the work of the parent body. The backbone of many of the local Ben Franklin Clubs and boards of trade were stanch Typothetæ men; this was true all over the country. It was also true that the movement started six years ago by Mr. Hartman had put pins under the older organization and urged it to do more than it had previously done. Milwaukee had organized local Ben Franklin Clubs through Wisconsin, and there was no doubt the movement was doing a vast amount of good. Nevertheless Milwaukee opposed a new international organization; it would do all it could under any name to bring about one grand strong body as soon as possible.

Mr. Hartman pointed out that ofttimes it was necessary to tear down existing structures to erect on a solid foundation something greater, nobler and a more efficient building, into which all who wished might enter.

Mr. Beyer said that Milwaukee would approve of almost any organization that the next Cost Congress might suggest, and thought the commission should issue calls to all printers, so that a full expression of opinion might be secured.

Mr. Curtis said that if the Cost Commission called a convention, St, Paul—which now had no typothetæ membership—would send delegates. He found that Minneapolis was opposed to any new international organization. The Ben Franklin Clubs of the country were very much alive, they were growing rapidly and they had accomplished a vast amount of real benefit to all printers within their influence. It was this benefit the printers were after; they cared not for compliments, but they desired a greater perfection.

Mr. Cannon said Milwaukee was determined not to in any way hamper the Cost Commission but was out to advance the interest of the printers of Milwaukee, of Wisconsin, of the country, and of the world. He asked what conditions would have been but for the fighting members of the Typothetæ; they would recognize the good work already done; it had prevented conditions which would have been disastrous to the industry. He lauded—as also did Mr. Curtis, speaking especially for Minneapolis—the great and good work Mr. Hartman had done for the printing industries of the country.

Mr. Haley of Chattanooga said that the Ben Franklin Clubs had certainly done a noble work, and there was no reason why the younger printers of the country should wait until their heads were frosted with the years before they brought about this one great organization. The modern movement had not only put thousands of dollars where they belonged—to the credit of the printers—but had saved many from bankruptcy. ,

Mr. Deacon pointed out that when fourteen St. Louis printers boarded the train for the first Cost Congress at Chicago, they talked about cost of production; all of them knew all that was worth knowing about printing, and not one could be shown anything.

When they returned all fourteen had learned a gread deal about what they didn't know—thanks to the Ben Franklin Club of Chicago. They went back and organized a club of their own and started on the right track. St. Louis printers had reached the stage where they had agreed to have a uniform rate per hour. They would within a month establish a uniform price per hour. So far they had raised—throgh a knowledge of costs—prices from 75 cents to $1.30; and what was done in St. Louis could be done anywhere. The local typothetæ had but four members while the Ben Franklin Club

had sixty. He would have nothing to do with any organization that undertook to handle labor; he thought he could make more money with a union shop than with a non-union shop. Others thought otherwise; each should be at liberty to do as he pleased. He wanted the supply men in the organization—we want their support and they need ours. He referred to the financing of such an organization and said it would be an easy matter to raise all they needed. Instead of talking $35,000, he could see $200,000 to be spent in spreading this great gospel. Printers were not looking for something for nothing. They were willing to pay for benefits. He wanted one organization and one cost system, but the organization should have all the necessary branches to meet the needs of all the allied trades.

Mr. Wedekemper said that one organization was out of the question if called by the older name. He was a "joiner," however, was president of the Ben Franklin Club, treasurer of the local Typothetæ, and a member of Cost Commission. He referred to the antagonism in the air and asked where it emanated. They all knew where it started, for the proposition had been that the new organization must be the older one or nothing. Some said they did not care what the new organization be called; whereas the name would be very important, and whatever it was it must not be that of the older organization. He had attended some conventions but never brought back a thought that put a dollar into his business. He paid $212 a year into the Louisville Typothetæ, but knew of no returns. He paid $98 a year into the Ben Franklin Club and got it back every week. He said the Typothetæ had lost more members in the last six years than its present total membership; all over the country it had gone on the rocks. In Louisville they had sixty club members and eight Typothetæ members and the Typothetæ members were those who did the cheapest work. However he did not want to see another national organization. He would rather pay his $310 a year into a club than $213 into the Typothetæ.

Mr. Wedekemper also said that Mr. Denham had done a great work and was responsible for many Ben Franklin Clubs. If the commission needed money they could get it, and could have had men out all over the country installing systems and forming local clubs. He also said that Mr. Myerson's motion at St. Louis to form a new organization had been tabled. The clubs should now send a strong delegation to New York for it was evidently the sense of this meeting that the clubs could never be absorbed by any other organization. What cared we for the age of an association? The past was behind us and the future in front of us. He hoped the U. T. A. and Cost Congress would both meet at the same time in the same city this year and then bring about the realization of all their hopes—one great international organization of employing printers.

At this stage a motion was presented to form an international organization here and now to be called the International Ben Franklin Club of America, when Mr. Hartman said that he thought a better course would be to move forward slowly but surely, and suggested that nothing be done today that would in any way hamper the Commission. He thought that the best thing to do would be to recommend a line of action for the executive committee of the commsssion. After many points of detail had been discussed, it was eventually moved by Mr. Sullivan of Cincinnati, and seconded by Mr. Deacon of St. Louis, that this meeting attests its loyalty and pledges its co-operation in the work of the Cost Congress and the American Printers' Cost Commission, and recommends the formation of an international organization.

That it is the sense of this meeting that one international organization be formed of the employing printers of the United States, Canada and Mexico, the purposes of which shall be—

To encourage a spirit of friendly relationship between all employing printers and allied trades throughout the country; to secure concert of action for the general improvement and betterment of the printing trade; and to spread this influence internationally through the establishment of local organizations.

To meet at stated periods for discussion and dissemination of reliable information relative to the best methods of conducting the printing business from the standpoint of practical experience and the demands of approved business ethics.

To create a wider knowledge of the elements of cost and what constitutes a proper remuneration for the service rendered, to the end that competition may be more honorable and just, therefore more satisfactory.

To at no time in discussion attempt to regulate its membership in the matter of labor control, or price of printing; the organization to be purely a social, protective and educational institution.

To employ experts to install the "Standard Cost-Finding System"—uniform in its application—in the offices of the employers.

To maintain a credit bureau for the collection and dissemination of credit information.

To create a permanent Legislative Council to look after the interests of the industry in all legislative matters.

To foster, maintain, and further the formation of mutual fire insurance companies for the printing and allied industries.

To adopt one standard code of ethics and trade customs.

To bring about and establish better trade relations between all the interests involved.

To establish a court of honor to which can be referred any problem that may arise in the regular way of business.

That a copy of these resolutions be forwarded to Mr. J. A. Morgan, chairman of the Cost Commission. Also to all employing printers' associations with a request that each organization endorse the same.

These resolutions were first adopted clause by clause and finally adopted as a whole, unanimously—Milwaukee not voting.

It was then moved by Mr. Curtis, seconded by Mr. Deacon, that Mr. Hartman be empowered to secure duly accredited delegates from the different Ben Franklin Clubs to attend the meeting in New York to be called by the executive committee of the Cost Commission to promote the formation of one international organization of the employing printers of the United States, Canada, and Mexico. Carried unanimously.

Mr. Deacon started the collection of $1,000 for the use of the American Printers' Cost Commission, after which the meeting adjourned.

G. E. Wray, *Acting* Secretary,
601 Monadnock Block, Chicago.

(From whom copies of this report may be had.)

"COULDN'T KEEP HOUSE WITHOUT IT."

Office of the Markesan Herald.
Markesan, Wis., February 24, 1911.

National Printer-Journalist, Chicago, Ill:

Dear Sir:—Enclosed you will find $2.00 for my subscription to your publication as per enclosed card. Keep the N. P.-J. coming. We couldn't keep house without it.

You may send me the book "Type Designs in Color," as premium. Yours truly,

C. W. Ludeke, Jr.

The South Bend *Tribune* is preparing to issue soon a real estate and home-builders' edition.

A Specimen of Good Newspaper Advertising

BRISTOL holds a very pleasant place in our memory. It was there, a number of years ago, that we attended a meeting of the Virginia Press Association, enjoyed a very pleasant and profitable occasion, listened to and took part in shop talk with the members, and the young, active and enthusiastic President of the Association. Now there is on our desk a little booklet, one page of which is reproduced that shows how Bristol and its newspapers have grown. The names of the papers and of the city are printed on a red disc on a first inside page, and show through a circle cut in the cover, while the words, "The Truth," are all that is printed on the cream-colored cover. The booklet advertises "Three Good Newspapers, the Bristol *Herald-Courier*, the *Evening News*, and *Semi-Weekly Herald-Courier*," all published by The Bristol Publishing Corporation, Frank Leak, Manager, and the first assertions, although these are the only publications in the city, are that these papers "are the best newspapers, editorially, typographically, and as advertising mediums in a city of equal size in the South."

"They are distinctly metropolitan in character, being models among "country" newspapers.

"They have larger circulations than any daily or semi-weekly newspaper in a city of equal size in the South.

"They maintain one of the best small operating organizations in the country.

"They cover a territory within a radius of seventy-five miles of Bristol in Eastern Tennessee and Southwest Virginia that is practically untouched by any other newspaper. They are read practically exclusively in 95 per cent of their field.

"They should be included in every list of daily newspapers covering the middle south and including Richmond, Louisville, Chattanooga, Knoxville, Nashville, Roanoke, Asheville or Norfolk.

"No newspapers in this territory have made equal gains in advertising during the past year, and none receive as complete a telegraphic service."

The good points, as we recognize them in this announcement, are that the publishers place first and highest stress on the high typographical and editorial character of the paper; second, on the large circulation which the quality of the papers command, instead of on the fact of being the only papers in the field. Publishers who occupy an exclusive territory are too prone to rest on that fact and to neglect making their papers of the highest quality. Following this page, with regard to the character of publications, is a page describing the location, manufactures, population of the city, and other points that indicate the purchasing ability of the people, among which are enumerated, "good business, high wages, the largest payroll of any city of the size in the South; unsurpassed jobbing, wholesale and manufacturing possibilities, and a trade-drawing territory; a splendid system of public schools; modern churches of every denomination; besides educational institutions for young women and young men, which attract young people from all over the Southland, a Board of Trade alert and taking advantage of every opportunity to locate new industries."

These things are too frequently neglected, in urging the claims of a newspaper for advertising patronage, yet the character and purchasing power of the people, their progressiveness, enterprise, intelligence and education are of the very first importance to advertisers. Following these general statements, is an itemized enumeration such as "$20,000,000 invested in industrial plants, thirty-five exclusive jobbing houses, cheap fuel, cheap electric power, extensive hardwood resources, ample native white labor, ideal laboring conditions," and so on, all having a direct bearing on the question of advertising as showing the wealth, forehandedness, and prosperous conditions of the people with steady incomes.

Then follow pages describing the character of the publications and the character of the readers as per illustrations:

"Best, latest and most complete news of the day, both telegraph and local with timely pictures of notable people and things.

"Society, lodge, church, and general news, local sporting news.

"The *Semi-Weekly Herald-Courier* is attractively made up and has the appearance of a semi-metropolitan daily. Its readers are solid, substantial people, who give thought to the messages carried them by the advertisers in the *Semi-Weekly Herald-Courier*, and as a result the returns from using space in this newspaper have always been satisfactory to patrons.

"The *Semi-Weekly Herald-Courier* goes into the coal, coke and mining fields of Southwest Virginia, and covers the agricultural section of that state as well as that of East Tennessee, being also widely circulated in the timber and mineral sections of the latter state."

There are a couple of pages giving advertising rates and here are the advertising rates for the *Evening News* with a circulation of 2,200 issued every afternoon except Sunday:

"DISPLAY ADVERTISING RATES

1,000 lines, 1½ cents per line.
5,000 lines, 1 cent per line.
10,000 lines ¾ cent per line.

To be used within one year, position publisher's option, set or plate matter.

Readers—5 cents per count line, flat.

Telegraph Readers—15 cents per count line, when accepted.

Classified Advertising—1 cent per word per insertion. Cash to accompany the order. Special rates by the month.

Positions—Top of column next to reading or following and next to reading, 25 per cent. Top or bottom of column surrounded by reading matter or margin and apart from other advertising, when granted, 40 per cent. Next to reading, 10 per cent.

Commissions—To recognized agents, 15 per cent.

Cash Discount—2 per cent. by the 20th. Bills payable monthly.

Matrices—Can use.

Size of Pages—Columns 13 ems, 20 inches long, 7 columns to a page—four to twelve pages to an issue.

Equipment—Linotypes, Perfecting Press, Complete Ad Room, Etc."

Here is a variation from 18 cents per inch (if 6 point or nonpareil is the size of the type meant as a measure, as we presume) for 1,000 lines to 9 cents an inch for 10,000 lines, which seems like a pretty heavy discount. We would like to hear the views of the publishers of other daily papers as to these rates. The information is certainly very complete. The last page is devoted to the following direct, brief and forcible appeal to advertisers:

HOW ABOUT YOUR ADVERTISING

?

Are YOU telling 5,200 readers of *The Herald Courier*, 2,200 of *The Evening News*, and 2,300 of *The Semi-Weekly Herald Courier* about your goods?

Think it over! There is scarcely a home in Bristol where the *Herald Courier* and *Evening News* is not eagerly looked for every morning and evening. All through Eastern

Tennessee and Southwest Virginia the *Herald Courier, Evening News* and *Semi-Weekly Herald Courier* go into hundreds of the best homes—where there is money to spend. If you want your share get in line.

Bristol is a city of 18,000 population, 90 per cent white, situated half in Tennessee and half in Virginia.

IN THE MATTER OF MATRICES

The most important consideration in buying a typesetting machine is the question of faces. Will the purchaser be enabled to use the machine for any and all classes of work? Can he be supplied with fonts or sorts whenever he requires them and in sufficient variety and quanties for his needs? It all depends.

The Mergenthaler Linotype Company, up to the present time, has completed no less than 600 different faces of matrix fonts for use with their machine. The flexibility and versatility of the Linotype as at present constructed, together with the immense variety of faces at the command of every user, render it available for the most complicated composition

These matrices range in size from the smallest 5-point, for use in directory and similar work, to the large 42-point faces adapted to newspaper display heads, advertisements, etc

Each individual matrix is a perfect product in itself. Its marvelous accuracy is obtained only through the most careful supervision of every process through which it passes on its way to completion.

From the designing of the character until its commercial production, each matrix passes through about sixty distinct processes.

In order to keep the price of the finished product within reasonable bounds, as well as to maintain the absolute accuracy necessary, the work has been so systematized as to reduce manufacturing cost to a minimum. To this end several hundred thousand dollars are invested in special tools and machinery for the making of matrices at the Mergenthaler factory. The economical production of this vital feature of the Linotype has been achieved through the invention of scores of machines, which are the exclusive property of the Company, and have been specially constructed for the purpose.

The Mergenthaler Linotype Company has about a hundred million completed matrices in stock in America and Europe. These matrices are practically at the command of every user of a Linotype the world over. The stock of matrices in this country alone represents an investment of more than half a million dollars. This one item alone gives the Linotype a commanding prestige in the field of automatic composing machines.

SUBSCRIBERS' RIGHTS AS TO ADVERTISING.

A newspaper—the name implies that it is a bearer of tidings and should bear good tidings by preference and selection. That being true, it is published primarily for the subscribers and secondarily for the advertisers. Then the first consideration is the right of the subscriber. It is published for him. Advertising is "store news," and he has a right to know it if the merchant has the enterprise to publish it. Properly located advertising, then, or local advertising, is not entirely for firms in the town where a paper is published, but also for those firms that are in the trading centers of its list of subscribers. A paper is printed for the benefit of its subscribers wherever they are, and they have a right to know of the best opportunities to make their purchases and also can demand protection from fraudulent advertisers. So your good neighbors are the advertisers who keep their promises to your subscribers. The bad ones are obvious. A neat, newsy and clean sheet is second only to circulation in advertising value, and confidence and circulation are bound to come to it. So the firm that will not advertise because some other firm does possibly would not advertise if some other firm did not. All subscribers are good neighbors wherever located, and we should endeavor to fulfill every duty to them. By so doing their appreciation will draw them to the advertiser.

Does a subscriber want to know the greatest favor he can do for his publisher? It is to patronize the advertiser.

Does a publisher want to know the greatest favor he can do the subscriber? It is to carefully edit his advertising.

Does the advertiser want to know the greatest favor he can do for the publisher and the subscriber? It is to observe strict integrity.

These principles lived up to, advertising will be a convenience and a profit to all and, like virtue, be its own reward.—O. P. Gayman, Canal Winchester, O., Times, in address before Buckeye Press.

TEXAS EDITORS TO MEET.

The annual meeting of the Texas Press Association is to be held at Lavana, May 11, 12 and 13, with the following diversified program:—

Thursday—Song, "America;" address of welcome; response to address of welcome by G. H. Boynton of Hamilton; president's address; appointment of committees.

Second Session—Vocal solo, Mrs. A. A. Abney of Denton; address, "Texas Under Six Flags," by F. B. Baillio of Cleburne; paper, "Should the Press Give Free Publicity to Fairs and Meetings of Any Character Calculated to Boost Certain Cities or Localities?" by W. C. Edwards of Denton; paper, "Foreign Advertising In Small Dailies and Country Weeklies," by A. R. McCollom of Waco; paper, "The Sphere and Influence of the Rural Press," by W. A. Bowen of Arlington; annual essay, Ashley Evans of Bonham.

Friday Morning Session—Adress, Hon. Cato Sells of Cleburne; paper, "Should a Paper accept as Paid Matter Arguments, Political or Otherwise, In Conflict With Its Own Views?" by Ashley Evans of Bonham; paper, "Is There a Good Reason Why Newspaper Ethics Should not be as Broad as Lawyers' Ethics?" by Tom Bell of Weatherford; annual oration, Sumner Lansdale of McKinney.

Fourth Session—Reading, Miss Abney of Denton; address, "From Printer's Devil to Governor," Governor O. B. Colquitt; paper, "Are Voting Contests Ethical?" If not, Should Members of the Texas Press Association Conduct them?" F. M. Getzendaner, Uvalde; annual poem, W. Z. Spearman of Whitwright; paper, "Printers' Rollers and Their Care," R. B. Dyer of Dallas; adress, "The Value of the Newspaper Association to Newspaper Publishers," Will H. Mayes of Brownwood; selection of next place of meeting; election of officers; adjournment.

CALLING OF GREATEST SERVICE.

"If a young man were to come to me and ask me how he could render the largest service to his country I should advise him to enter journalism. If a man desires to accept Christ's measure of greatness—service—there is no profession in which he can become greater."—W. J. Bryan, in address before Contemporary Club, Philadelphia.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

AN unsightly feature frequently in evidence in the paid readers, notices, locals or want ads in both daily and weekly country newspapers is the figure, key-letter, or combination of the one, the other, or both, to show to the make-up man how long each item is to run. It is not always possible to get this key-word into the last line of the reader, hence the necessity arises of inserting it in an extra quad-line, which not only consumes additional space, but also looks bad, two very undesirable facts. This can all be dispensed with by the introduction of a very simple and inexpensive system: Advertising order blanks may be printed, on which spaces are provided for writing the name of the advertiser, the number of insertions contracted for, the date of the first insertion, and such other memoranda as may be suggested. One of these blanks is attached to the copy of each want ad before it is passed on to the compositor. These blanks may be merely small slips, or may be printed as a heading on a sheet large enough to contain copy for the ordinary want ad. A special hook must be provided for the reception of all such copy after it is set, the hook being located at a place handily reached by the make-up man, who will have to refer thereto each day or week, as the case may be, before tearing down his forms. Thus, the use of "tf's" or other unsightly and (to the ordinary reader) meaningless characters to indicate the required number of insertions of each ad or item is obviated, and the commercial news of the paper rendered as clean and readable as the balance of the contents. This system may be adopted, of course, without even going to the trouble and expense of providing the slips or blanks, as above described, by simply marking on the copy for each business local the number of insertions required and date of first insertion, which memoranda should be "ringed" by the editor's pencil as a provision against confusion on the part of the compositor. Then the special "dead hook" for the reception of the copy after it leaves the compositor's hands, and the system is complete.

A pretty souvenir comes to me this month from the office of the *Republican,* Vermillion, S. D., "in respectful recognition" of the long years of service on that paper, as editor and publisher, of E. H. Willey, who has since last October been retired from the print-shop life, having disposed of his half interest in the *Republican* to Mr. Mark E. Sloan, who jointly, with Mr. Willey's former partner, Mr. E. S. Danforth, continues the publication of the paper. Brother Sloan has been with the *Republican* for a long period of years, during the past ten of which he has acted in the capacity of foreman of the establishment. Mr. Willey was connected with the paper, first as typesetter and later as proprietor, for the past twenty-three years, and much of the excellence that is the present *Republican* is due to his fine newspaper knowledge, keen business judgment and clever typographical and editorial work—and in passing it is worth while to note that Brother Willey confesses that through early education he had instilled into him a love for the typographical art, and has always taken considerable pains in giving his readers a paper that was mechanically presentable. This souvenir is made up of the farewell and how-do-you announcements of the old and new firms, together with quotations of the numerous comments of the contemporary press, relative to the change in the *Republican's* management.

LAWRENCE, KAN., January 18, 1911.

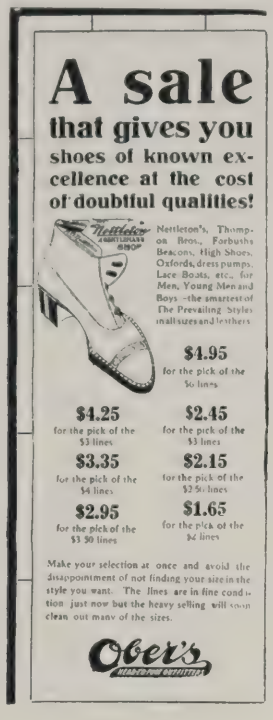
O. Byron Copper, De Soto, Wis.

MY DEAR SIR:—I enclose a couple more ads, which I intended to send with those I mailed yesterday. Now, Mr. Copper, I am not seeking bouquets, etc., but, since I have been wonderfully benefited by the study of the work of others in the trade journals, I am glad of the opportunity to repay, in part, that benefit. At the time I read your criticism of my work, others are doing the same, and are enabled to avoid whatever errors I make. I send you liberal samples, but do not want to be the whole show, band and all. Very truly yours,

J. L. FRAZIER.

In a nutshell, as it were, Brother Frazier here expresses the great truth—and the whole excuse—for these departments of review in the printing trade journals. Contributors and readers of this department can get as much benefit out of the experience and errors and criticisms of others as out of that of their own work; but there is always a greater interest in the review of one's own specimens, perhaps, which is the more reason why everyone who wishes to improve and learn something, should contribute examples of his work for review. If praise is due, praise will be given; and the compositor who has thus merited praise may feel safe in following the lines he has chosen: But in case of the opposite verdict, then the contributor is doubly benefited, for it is hardly possible for a workman to improve his output and succeed in his calling, if he is groping along without a knowledge of the respects in which his work is wrong. We cannot strengthen our product until we have found wherein it is weak, any more than one could strengthen a wall without first having pointed out its weak spots. And, as Brother Frazier also suggests, the man who is brave

enough to submit samples for review, is benefiting the brethren of the calling quite as much as is the critic, who takes those samples, reproduces them and indicates wherein they are right or wrong. The chief admirable feature in this brother's ad-setting is the fact that he appreciates the inestimable value of white margins, and has an exquisite sense of correct massing.


A sale
that gives you
shoes of known excellence at the cost of doubtful qualities!
Nettleton's, Thompson Bros., Forbushs Beacons, High Shoes, Oxfords, dress pumps, Lace Boots, etc., for Men, Young Men and Boys—the smartest of The Prevailing Styles in all sizes and leathers
$4.95
for the pick of the $6 lines
$4.25
for the pick of the $3 lines
$2.45
for the pick of the $3 lines
$3.35
for the pick of the $4 lines
$2.15
for the pick of the $2.50 lines
$2.95
for the pick of the $3.50 lines
$1.65
for the pick of the $2 lines
Make your selection at once and avoid the disappointment of not finding your size in the style you want. The lines are in fine condition just now but the heavy selling will soon clean out many of the sizes.
Ober's
READY-TO-WEAR OUTFITTERS

No. 1

(Exhibits 1 and 2). In the second example, it strikes me as erroneous to have letter-spaced the word "Fun." I have heard some printers speak of letter-spacing as a means of heightening display, but, while in extraordinary instances this may prove the case, in nine ex-

Fun
for 30 men!
To thirty men, each with $7.50 we will distribute immediately, a dandy lot of thirty overcoats worh $12.50, $15, $18 and $20. What's the matter with the coats you ask? Not a thing except that we want them sold right off. We carried them over from last year and we don't propose to carry them any longer. Not all sizes are represented but if you find yours you'll get a bargain that's a hummer.
seven-fifty apiece!
Odd Pants Sale
Ober's
READY-TO-WEAR OUTFITTERS
Manhattan Shirt Sale!

No. 2

amples out of every ten, the introduction of space between the letters of a word weakens, rather than strengthens, the typographical effect. I hope to hear frequently from Brother Frazier and others, all who desire to better their work.

QUARRYVILLE, PA., January 23, 1911.

DEAR SIR:—I am sending you, under separate cover, some specimens for criticism. These are of my own work, and, while I lose no time in setting ads, I try to make them neat and attractive. I work in a country office, and, as this is my first time to send specimens to your department, I would be glad to have you criticise them. Respectfully,

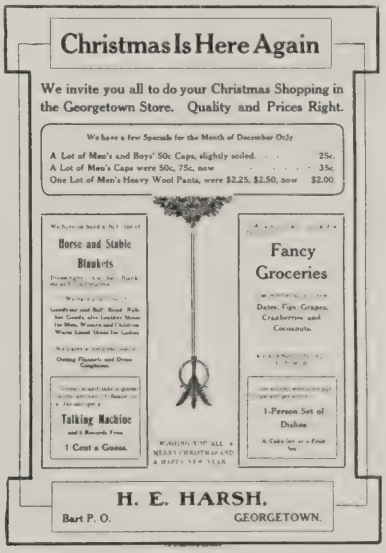
J. CLAIR WITMER.

The four accompanying reproductions (Exhibits 3, 4, 5 and 6), will serve to sustain my statement that

Men's Fine Silk Mufflers.
OUTLET CLOTHING CO.
Men's and Boys Fine Sweaters.
SUGGESTIONS FOR THE HOLIDAYS
The Season's first great Clearance Sale brings forth Great Price Reductions of Men's, Boys' and Children's Fine Suits and Overcoats. Now is the time to buy your presents for the Holidays
Men's Sweaters worth $1.50. Now $1.00.
Men's Fine Sweaters worth $2.50. Now $1.69.
Men's Fine Sweaters worth $3.50. Now $2.50.
Men's Fine Silk Mufflers worth $1.00. Now 69c.
Men's Fine Mufflers worth $2.00. Now $1.29.
15 Men's Fine Overcoats, Regular Price, $18, now $12.75
28 " " " " " 15. " 9.75
40 " " " " " 12. " 7.75
52 Men's Fine Suits, Regular Price, $20.00, now $14.75
37 " " " " " 16.00. " 11.50
29 " " " " " 12.00. " 7.75
The same Reductions in Boys' and Children's Suits and Overcoats
A complete line of
Hats, Caps, Gloves, Suspenders, Ties, Fine Dress Shirts,
HUNDREDS OF BARGAINS FOR HOLIDAY PRESENTS
A CALL WILL CONVINCE YOU
Men's Shoes, Women's Shoes, Children's Shoes.
Women's Lined Shoes, $1.19.
Children's Heavy Shoes, 98c.
Women's Rubbers, 43c.
Women's Fine Gun Metal Shoes, $1.49.
Men's Heavy Working Shoes $1.49.
Outlet Clothing Co.
Fred Reynolds Building. Quarryville, Pa.

No. 3

Brother Witmer well succeeds in accomplishing that which he confesses in the foregoing letter as trying to do—making his ads neat and attractive. As I have found occasion to remark before during the course of these reviews, some folks, both among employers and


Christmas Is Here Again
We invite you all to do your Christmas Shopping in the Georgetown Store. Quality and Prices Right.
We have a few Specials for the Month of December Only
A Lot of Men's and Boys' 50c Caps, slightly soiled. 25c.
A Lot of Men's Caps were 50c, 75c, now 35c.
One Lot of Men's Heavy Wool Pants, were $2.25, $2.50, now $2.00.
Horse and Stable Blankets
Fancy Groceries
Dates, Figs, Grapes, Cranberries and Cocoanuts.
Talking Machine
1 Cent a Goose.
1-Person Set of Dishes
H. E. HARSH.
Bart P. O. GEORGETOWN.

No. 4

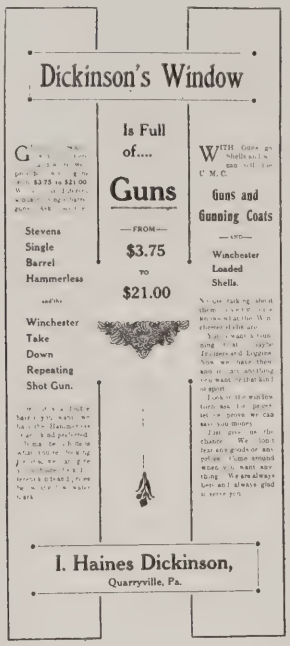
employed, have little or no toleration for a style of advertisement composition that is so neat and especially so attractive, as these examples from Brother Witmer; because they think it takes too much time to

GIGANTIC CLEARANCE SALE!
Extraordinary Price Reductions on all Men's and Youths' and Children's Clothing, Furnishings and Hats
Your Money Back for Any Purchase That Fails to Please
AT THE OUTLET CLOTHING CO.
Fred Reynolds Building. QUARRYVILLE, PA.
Underwear
Men's and Youths' Suits
Come and See the Greatest Values Ever Offered in Quarryville.
Men's and Youths' Pants
Men's and Youths' Overcoats
Miscellaneous
THE OUTLET CLOTHING CO.

No. 5

create them. But I have always maintained that all depends upon how well a man has learned his trade.

The average printer, who goes about the work of setting an ad by guess and by gosh, is the sort who throws up his hands in horror at the thoughts of the time it must take to set such specimens as these under review; but the fellow who has mastered his trade, who has learned the point system as thoroughly as he has his case, who has learned the advantage of work-



No. 6

ing from plans, can set ads right alongside of Mr. By-guess-and-by-gosh, and turn out just as many pieces in a day as he—and so far as the work is concerned, there is no comparison, neither from the viewpoint of art or commercialism. This contributor has a nice knack of proper ornamentation, a true conception of balance, a high regard for white masses, and a clever skill for using brass rules. I pride myself on being too much of an artist not to like his work.

There is so much about the Lake Benton, Minn., *News* that is wrong, that it would be a shame to mention it all. One thing that is right, however, is the fact that no displayed advertisements are permitted on the paper's front page. The makers of this sheet will do well to study carefully the better papers on their exchange table, as well as all departments like this in the trade journals, until they have learned the proper way to set a head, and a lot of the smaller details that go into making good mechanical make-up.

DYERSBURG, TENN., February 23, 1911.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—We are sending by today's mail, under separate cover, a large bill we printed recently for the Jetton Store of this city. Would like to have your comment on the typography of the same. Yours truly,

STATE GAZETTE.

I had fully intended to reproduce this bill from the *Gazette* office, in whole in this month's installment; but, unfortunately, the "devil" of my own office got his vile hands upon it, rolled it up into a ball and plunged it into the depths of my waste-basket, during my temporary absence from the room, where I afterwards discovered it, minus a chunk from one corner. With tender care I rescued it from its ignoble position, carefully erased such evidence of the mishap as I could, and as reproduction No. 7 the upper portion of it may be viewed herewith. It is simply a large newspaper ad, and as such is worthy of approval.

No. 7

Pretty type-faces combine in this example with good workmanship, and what more could even a critic ask?

BELLEVILLE, KAN., February 4, 1911.

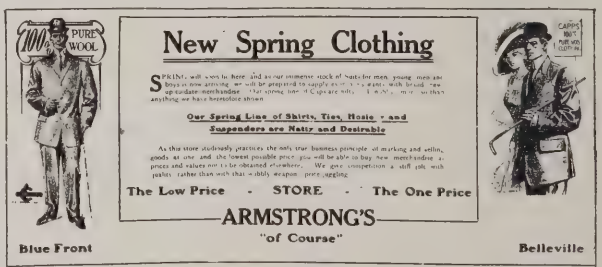
The National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—We hand you herewith the advertisement that took the first prize in the advertising contest at the Kansas State Editorial Association at Topeka, last week. Would like to see it reproduced in the NATIONAL PRINTER-JOURNALIST, if you can see your way clear to do so. Would also appreciate any comments you may see fit to make on same.

Thanking you for past favors, we are,

Yours truly, MILLER & STICHER.

As may be surmised from the above letter, this (Exhibit 8) is a very important contribution to this department, and one which I am highly pleased to get. Of course, it could not have carried off the honors in the notable contest of the Kansas State Editorial Association without possessing merit; but good ads, like good boys, like good people, are not always faultless, especially when placed under the microscope of criticism. My chief objection to this specimen is against


100% PURE WOOL
New Spring Clothing
Our Spring Line of Shirts, Ties, Hosie, and Suspenders are Natty and Desirable
The Low Price - STORE - The One Price
ARMSTRONG'S
"of Course"
Blue Front
Belleville

No. 8

the underscoring of those three display lines. I have, in common with many other printing judges, so frequently expressed my dislike for underscores, and given my reasons therefor, that it seems superfluous to repeat it all; but to convince the skeptical that a line of type is more distinct, more legible, and therefore stronger and more readable, without under-scores than with them, I ask such skeptics, the next time they have occasion to use them, to pull a proof, first with the rules in and the next time without them, and note the difference through an impartial eye. But, if one

is determined to use an underscore beneath words containing letters which hang below the line, such as the "p" and "g's" in the main display of this ad, then, at least, a lead's space should be allowed between those hanging letters and the rule. I would also have preferred seeing the words, "of course," which appears just below the signature, on a level with the lines, "Blue Front," and "Belleville," situated at each extreme lower corner. Of course, in this case, the signature should have retained the same proximity to the line following it, which would have given a greater area of space inside of the panel, which in turn could have been distributed to an excellent advantage, and thereby obviating the rather crowded effect in evidence near the bottom. I further object to the manner of treatment of the line consisting of "Store" in the center, flanked by the two groups of adjectives. I believe this was set in a trifle too large a face, and spread out too much; but I will confess that before I could be quite sure as to just how this should have been treated, I would have to experiment with stick and type. In conclusion, I have to add that in using an initial letter, as in evidence in the opening paragraph of the body of this example,, care should be given to see that the initial aligns at the top with the type usel in conjunction therewith.

HETTINGER, N. D., February 6, 1911.

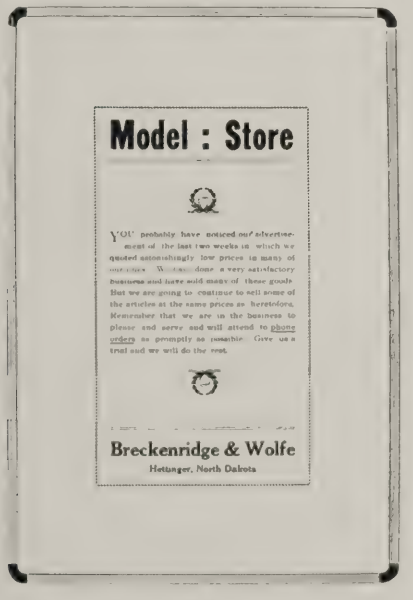
O. Byron Copper, De Soto, Wis.

DEAR SIR:—Am a reader of your valuable journal, the NATIONAL PRINTER-JOURNALIST, being a subscriber through a local newsdealer, and having noticed your criticisms are so to the point, I take the liberty of sending you two ads for your inspection, and, if space permits, and you deem them worthy, anything you may say for or against them will be appreciated.

Wishing the JOURNALIST success, I reamain,

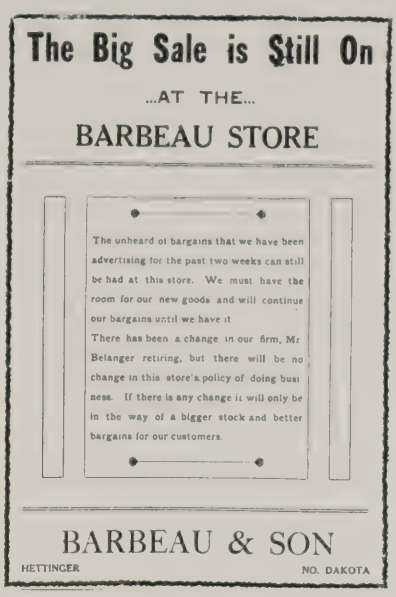
Yours truly, A. E. KRUGER.

For the sake of making my reamarks more clearly comprehensible anl at the same time rendering the review more interesting to ordinary readers, I reproduce these two ads from the above subscribed brother as


Model : Store
YOU probably have noticed our advertisement of the last two weeks in which we quoted astonishingly low prices in many of our lines. We have done a very satisfactory business and have sold many of these goods. But we are going to continue to sell some of the articles at the same prices as heretofore. Remember that we are in the business to please and serve and will attend to phone orders as promptly as possible. Give us a trial and we will do the rest.
Breckenridge & Wolfe
Hettinger, North Dakota

No. 9

Exhibits 9 and 10. In spite of the fact that I do not at all endorse the first of this couple of ads, I should not forego saying that it is replete with high merit. It shows a careful hand, a deep regard for white space and good ability; all that is lacking is a broader education—a training in proper ad composition and in the school of simplicity. To illustrate: Take the same material, the same ad, and, in the main, stick to the same design; cut the panel off at top and bottom completely from side to side, preferably with pieces of the same kind of rule as that forming the panel itself. In these


The Big Sale is Still On
...AT THE...
BARBEAU STORE
The unheard of bargains that we have been advertising for the past two weeks can still be had at this store. We must have the room for our new goods and will continue our bargains until we have it
There has been a change in our firm, Mr Belanger retiring, but there will be no change in this store's policy of doing business. If there is any change it will only be in the way of a bigger stock and better bargains for our customers.
BARBEAU & SON
HETTINGER
NO. DAKOTA

No. 10

two spaces thus segregated could appear the title and the signature exactly as they now are, only that the line "Model Store," could be reset in caps, to an advantage, which would admit of the omission of the meaningless colon between words, which would better be omitted, anway. The central mass should then be set in a narrower measure, calculation being made so that it will run to such a shape as to conform to the shape of the panel in which it is enclosed, allowing a liberal white margin all around. Thus, the foolish little ornaments above and below the body could be returned to the border case, where, nine times out of ten, especially in the instance of ad-composition, they can do a better service. The hardest thing, as well as one of the most essential, for an artist to learn, be he a drawer of pen and ink lines or a composer of type lines, is what to leave out. The process of elimination would have to be applied to the second of Brother Kruger's ads, also, before it could pass uncriticised; but here is an example which to transform into a work of perfection would be a very simple matter: If the office afforded enough type of any one face to set the whole of the heading out of, that should by all means have been done, using the thirty-six point bold Gothic condensed, if nothing better offered, and making it run to two lines, the last centered under the first. I would then have letter-spaced the signature, to make a full line of it, and by setting the address in a size larger type, spelling out "North," and letter-spacing, if necessary, that might also have been made to fill the measure. Then by throwing a single rule across this space above and below the head and tail, and running a similar rule up at either side, a simple panel would have been the result. Leaving the body exactly as it is now, the effect would have been highly satisfactory, and with a quarter less work than that expended in the construction of the ad as reproduced. Or, if preferred, only the signature need have been set to full measure, with the address centered below it, and a second panel inserted about two and a half ems inside of

the first, would not have depleted the aspect of dignified simplicity, which should ever be the chief element sought after by an ad-man.

GREENWOOD, S. C., February 24, 1911.

Mr. O. Byron Copper, De Soto, Wis.

DEAR MR. COPPER:—We have just read with much pleasure your very kind criticism of our big Christmas edition in the February number of the NATIONAL PRINTER-JOURNALIST. It is needless to say we deeply appreciate the kind words you have for us in this review. We hope to merit by striving harder than ever to make the *Index* both regular and special editions, a bigger and better paper.

In order that you may see what sort of a paper we get out as a regular edition we have taken the liberty of sending you a copyy of this week's *Index*. If not asking too much of you we would like a criticism of it, especially the advertising part of it. You will judge correctly that this is a good advertising town. We have sometimes to take copy and use it when to our judgment it is not the best for the advertiser. Along this line we would like to have your opinion of the matter in the full-page drygoods ads as well as the style of the advertising.

Again thanking you for your kind expressions in the criticism of our Christmas edition we are, Very truly yours,

THE INDEX PUBLISHING CO.,
H. L. Watson, J. S. Bailey, Props.

I wish I had the time and space to tell all about how good a paper this South Carolina publication is. There are so many, many fine features about it that I feel my own weakness when I attempt to cover them. The advertisements, to which my attention has

GREATEST OF ALL
Values in New Embroideries
A Sensational Bargain Sale for Saturday, March 4th
FOR next Saturday, March 4, we have planned a great Embroidery Sale. Every lady in the city and country who wish to get great Embroidery values, should come to this Sale. This Sale consists of two lots of New Embroidery Edges, Insertions, also Flouncings from the corset cover widths up to the 25-inch skirt widths. Before you have been in the store one-half hour Saturday you will understand perfectly what this Embroidery Sale means—such values never before seen in Greenwood. Remember the Embroideries offered for Saturday's selling are new goods bought for this Special Sale. They represent a piece of expert, shrewd buying on our part and a "lucky" find on yours. The Embroideries will be divided into two lots and placed on our Bargain Coasters, convenient for your choosing
Promptly at 9 o'clock Saturday morning, March 4th, this Sale will begin and continue throughout the day
Some of the New Goods
THE BEST BARGAINS
Ever Offered in New and Stylish Laces
A Sensational Bargain Sale for Monday, March 6th
FOR this Sale we have more than ten thousand yards of new, fresh Laces, such kinds as Irish Clunies, round and diamond mesh Vals, coarse and fine thread all linen Torchons and a great assortment of wide fancy Laces, which our buyer purchased for this Sale a few days ago while in New York. This great purchase of Laces will be placed for your convenience on our Bargain Tables and offered next Monday at a mere fraction of their actual worth. This Sale will by far be the greatest Lace Sale that ever took place in Greenwood. We have before offered great values in Laces, but all our former bargains will be eclipsed in this offering for next Monday. It is impossible to describe the remarkable bargain qualities of this offering. You must see for yourself. Promptly at 9 o'clock Monday morning this Sale will begin and continue throughout the day. Note the display in our show window. Monday, yard 5c
First Lot
Second Lot
5c
10c
Monday Dozen 50c
Monday Dozen $1.00
50c
$1.00
Remember, no goods will be charged and no phone orders will be taken for goods at Special Prices.
RUSH BROTHERS
Greenwood's Leading Dry Goods People
See our Window Display of the 10c Embroideries for Saturday, March 4. Also the Laces to be sold Monday, March 6, at 5c.

No. 11

been directed particularly, are very good, generally, but they have not held my interest nor charmed me to the extent that has the editorial department. Of its kind this is truly a masterpiece; replete with crisp English, classic wit and cutting sarcasm, and withal showing an enviable breadth of reading and knowledge, the *Index's* editorial page has few equals amongst the members of modern weeklies. The news-service is something that calls for congratulation, too. The news stories are thoroughly as full of culture as are the editorials, and the field has been seined as thoroughly of its news as it would seem possible to do it. This has all been put up in attractive shape, too, with appropriate headings and suitable typography. And as to the ads again, they are abundantly in evidence on every page but the first, and frequently their setting is such as to provoke admiration. Doubtless

HEADQUARTERS
FOR
Spring and Summer Goods
YOU are cordially invited to visit us to our new quarters, and see one of the most modern commercial buildings in the up country. In all our business years we have never been able to display such a stock of Spring and Summer Merchandise as now. Our present assortment not only presents the greatest variety, but includes all of the latest novelty ideas of the season. THE GREAT floor space of our store, as well as the splendid lighting facilities, enables customers to make their selections from one of the largest stocks in the country under the most favorable conditions. See us first on Spring Goods. You will be pleased with our merchandise, our prices and our treatment. A few of the season's newest things are mentioned below
Dress Goods
Spring Silks
Wash Fabrics
White Goods
Linens
Domestics
Linings
Damask
A PRUDENT BUYER gives his patronage to the house that, by a successful business career, has demonstrated the possession of unusual ability in judgment of values and an aptitude in the recognition and adoption of those qualities in its line that, by superiority, attract and please. Our success in securing and retaining so enviable large list of satisfied customers is sufficient endorsement of the merits of our merchandise, as well as the satisfactory service rendered.
To our present line of Spring and Summer Goods we have applied our best endeavor to exceed our former high standard, with most gratifying results, both to ourselves and the trade
Muslin Underwear
Laces
Embroideries
Ladies Neckwear
Dress Trimmings
Specials, Monday
February 27th
8c
12c
19c
Ribbons
Belts and Belting
Ladies' Dresses
Girls' Wash Dresses
Petticoats
Towels
Sheeting
Hosiery
Underwear
Gloves
Ladies Coat Suits
Dress Skirts
Shirt Waists
Newest for Spring
Newest for Spring
RUSH BROTHERS
Greenwood's Leading Dry Goods People

No. 12

the best in the papers at hand are those of the Rush Brothers' store, specimens of which are being shown as Exhibits 11, 12 and 13. I have never entertained a great deal of partiality for an outline face, but here, I must confess, are instances where the compositor has used such type to an advantage, its grey effect harmonizing beautifully with the style manifest in the balance of the example. The panel work in these specimens is very neatly executed, the balance perfectly attained, and the display eked out in a manner verging on perfection. A good print crowns the *Index's* excellence. The size of the *Index* is worthy of mention—these several issues at hand consisting of sixteen pages each.

ST. EDWARD, NEB., February 18, 1911

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Am sending, under separate cover today, a few samples of our paper for your consideration. I know that without doubt you will find many things about it to criticise, but I want to learn.

I have had only about three years' experience in the business and am doing all the straight composition, job and adwork for the office, in fact, both foreman and devil, as I do all

but the news-gathering end of it; and any comment you may make will be greatly appreciated.

Sincerely yours, CHAS. C. WAKE.

I have to congratulate this contributor on one fact and that is that he makes his pages up strictly in accordance with the recommendations of this depart-

One-Fourth Off All Embroideries Monday

SPECIAL SALE OF

EMBROIDERIES and LACES

One-Fourth Off

MONDAY 5c Embroideries 3⅛c — 3⅛c
MONDAY 10c Embroideries 7⅛c — 7⅛c
MONDAY 10c New Laces 7⅛c — 7⅛c
MONDAY 5c New Laces 3⅛c — 3⅛c

NEW Embroideries — Our Entire Line of New Embroideries — Twenty Five Per Cent — All Day Monday, Feb. 20

MONDAY 25c Embroideries 19c — 19c
MONDAY 25c New Laces 19c — 19c
NEW Spring Laces — Our Entire Line of New Laces — Twenty-Five Per Cent — All Day Monday, Feb. 20

MONDAY $1.00 Embroideries 79c — 79c
MONDAY 50c New Laces 39c — 39c
MONDAY $1.25 Embroideries 98c — 98c
MONDAY $1.00 New Laces 79c — 79c
MONDAY 50c Embroideries 39c — 39c
MONDAY $1.50 Embroideries $1.19 — $1.19
MONDAY $1.50 New Laces $1.19 — $1.19
MONDAY $2 All Over Laces $1.50 — $1.50

THIS EMBROIDERY AND LACE SALE

Will begin promptly at 8:30 o'clock Monday morning and continue throughout the day. No goods will be charged at Monday's prices and no phone or mail orders will be taken.

This Embroidery Sale will be Monday, Feb. 20

RUSH BROTHERS

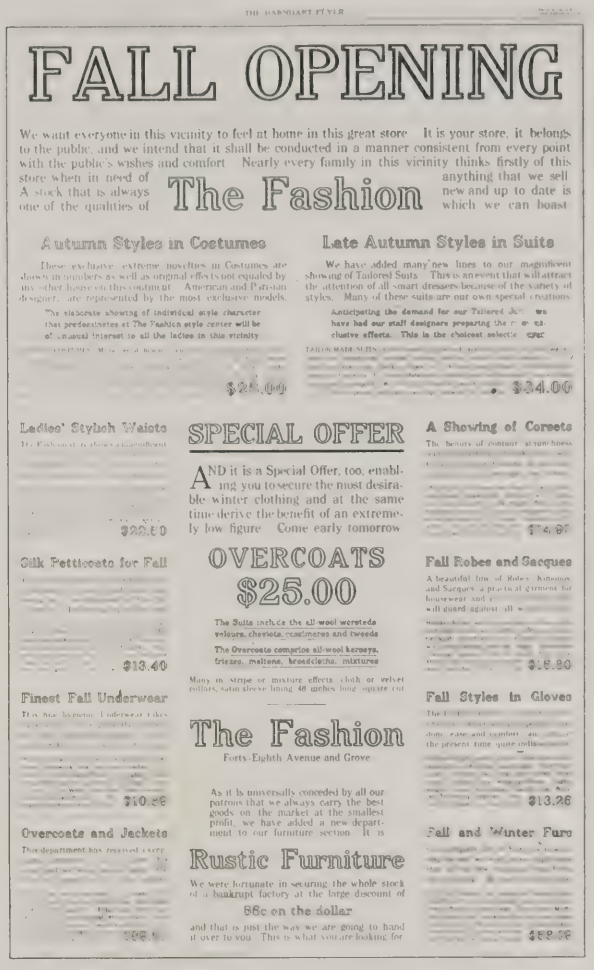
Greenwood's Leading Dry Goods People

This Lace Sale will be Monday, Feb. 20

No. 13

ment—all save the first page, which, I'm sorry to notice, is almost wholly (and usually wholly) given over to displayed spaces—but, for that matter, the same might be said with truth of the remaining three home-printed pages. There doesn't seem to be any remedy for it. Idealism is a grand thing—a good thing—a benefiting thing—to possess; but, oftentimes, in the printing business, at least, many of us have had to lower our ideals to the level of necessity—the pork barrel proposition of life. And so it is in this case, I dare say. There's no apparent way out of the defect mentioned, because, as intimated, ideals must sometimes be put down in order to keep the larder replenished. One might imagine by reading Brother Wake's letter above, that he had his hands pretty full handling the work of the *Advance* office; and so, I dare say he has, notwithstanding the fact that the straight matter composition is not great enough to require much of his time. But there are ads enough in this paper to keep one man hustling. In the main these ads are set in an amateurish way, lacking principally in the matter of distribution of white space—the last thing that comes to the consciousness of the average compositor. But Brother Wake throws into his work some liberal dashes of white, which, even though at times improperly distributed, gives hope for his future success. About the best remedy I can prescribe is a careful study of trade journals and recognized examples of good printing. The print on the *Advance is bad*—looks as though the ink had been pretty tacky and full of hardened lumps.

Barnhart Bros. & Spindler's *"Flyer"* ought to prove a winner with the printers who receive it each month—especially with the newspaper men. Practically speaking, so far as it possibly can be, and yet serve the purpose for its publishers for which it is primarily issued, it is a model country weekly, and as such should prove a source of inspiration and reference for the country


FALL OPENING

We want everyone in this vicinity to feel at home in this great store. It is your store, it belongs to the public, and we intend that it shall be conducted in a manner consistent from every point with the public's wishes and comfort. Nearly every family in this vicinity thinks firstly of this store when in need of anything that we sell. A stock that is always new and up to date is one of the qualities of The Fashion which we can boast.

Autumn Styles in Costumes

Late Autumn Styles in Suits

$25.00 — $34.00

Ladies' Stylish Waists — $22.50

SPECIAL OFFER

AND it is a Special Offer, too, enabling you to secure the most desirable winter clothing and at the same time derive the benefit of an extremely low figure. Come early tomorrow

A Showing of Corsets — $1.98

Silk Petticoats for Fall — $13.40

OVERCOATS $25.00

The Suits include the all-wool worsteds velours, cheviots, cassimeres and tweeds

The Overcoats comprise all-wool kerseys, friezes, meltons, broadcloths, mixtures

Fall Robes and Sacques — $15.90

Finest Fall Underwear — $10.98

The Fashion

Forty-Eighth Avenue and Grove

Fall Styles in Gloves — $13.26

Overcoats and Jackets — $22.50

Rustic Furniture

We were fortunate in securing the whole stock of a bankrupt factory at the large discount of

55c on the dollar

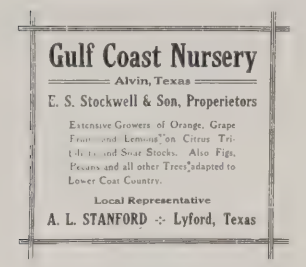
Fall and Winter Furs — $59.98

No. 14

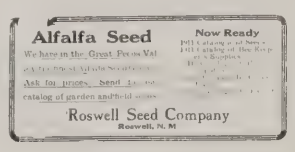
publishers into whose offices it finds its welcome way. Its front page, in its delightful cleanliness, (I am speaking of the February issue) ought especially to incite a spirit of emulation on the part of its recipients. I am reproducing a full-page advertisement from this number, which contains as a display letter another out line face. Withal this is a very pretty and practical example; but I woud have preferred a one-point for the panel work; this hair-line is too light—I doubt if it even shows up at all in the reproduction. (Exhibit 14).

Before me lies a copy of the Harlingen, Texas, *Star*, of which H. A. Gibbs is editor and publisher. It is a live sheet, consisting of eight six-column pages, all printed at home. The advertising rate is 75 cents per inch per month, and you never saw a more liberal advertising patronage than that which the *Star* is getting. That is, I mean, one seldom sees a greater number of advertisers in a single newspaper than is in evidence in this sheet. Many of the spaces are small,

but they are numerous. The *Star* is evidently equipped right, so far as typographical facilities are concerned, and, as might therefore be surmised, many of the ads

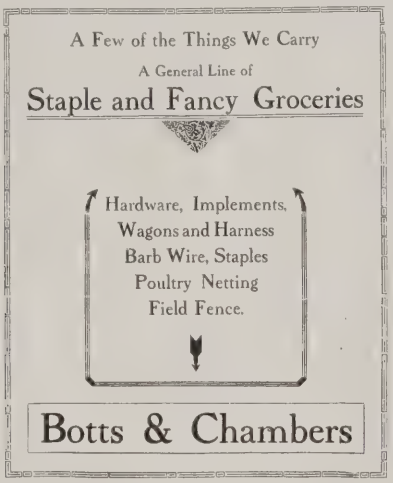

Gulf Coast Nursery
Alvin, Texas
E. S. Stockwell & Son, Properietors
Extensive Growers of Orange, Grape Fruit and Lemons on Citrus Trifoliata and Sour Stocks. Also Figs, Pecans and all other Trees adapted to Lower Coat Country.
Local Representative
A. L. STANFORD ⁘ Lyford, Texas

No. 15



No. 16

are nicely handled. Before I lay this paper aside I shall have to select a few of these for reproduction. In point of news-service the *Star* is a credit to its publisher and its town; but the editorial style in evidence



No. 17

in the news, as well as the editorial columns, is regretably unpolished. The print on the *Star* is above the average, and it's a pity the first page is littered with displayed ads. (Exhibits 15, 16 and 17.)

The American Bulletin, issued by the American Type Founders Company, is more of a magazine than a newspaper—and as such is an exquisite production, but scarcely so practicable in effect, however, inspiring, as the specimen mentioned in the paragraph preceding. Its pages will do to study, however, and for long. I should think they ought to be a delight to anyone particularly who is interested in perfect presswork.

Somehow or other in my late installment of Christmas editions this special Christmas number of the Mandan, N. D., *News*, escaped mention—possibly because it was late in arriving, but surely not because it is unworthy of a full-page write-up. This edition comprised thirty-six pages of seven columns each, every one of which was set, imposed and printed in a manner to enchant anyone who admires perfection in the printing art. There were column after column of illustrations, column after column of special feature stories, column after column of timely news stories and last, but not least, column after column of displayed advertising. I am not the least bit ashamed to say that the boys who set the advertisements for this edition of the *News* know just as well how to do it

CHRISTMAS IS COMING
We have many Christmas Gifts, the good sensible kind that last for years and daily remind the recipient of the good will and generosity of the doner. Read this advertisement carefully, every piece is of the best quality—kind that endures and at prices lower ever, owing to our enormous buying power
The KITCHEN
It's Difficult
The Sealy Mattress
Prices $18.00 to $20.00
No Humps
No Lumps
No Bumps
SLEEPING ON A CLOUD
FRAMED PICTURES
KENNELLY FURNITURE COMPANY
Telephone 134
MANDAN, N. D.
First Door North of Postoffice

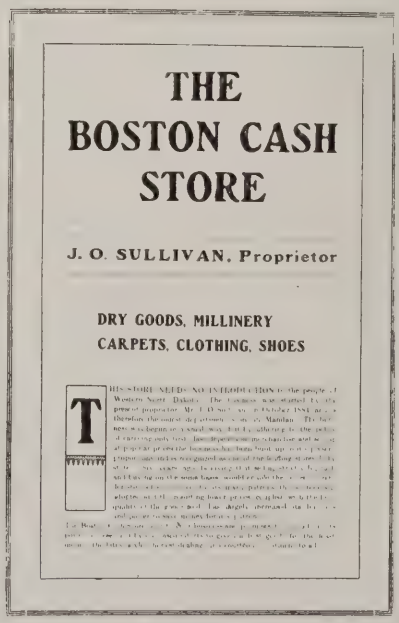
No. 18

WANTED A NAME!
The Missouri Valley Grocery Company, of Mandan, North Dakota, have decided to offer the folllowing cash prizes for the best suggestion of name or combination of names for them to use as a label on their goods.
To the person submitting, in the judgemnt of the Board of Directors, the most appropriate name, a cash prize of $25.00 will be given.
To the person making the next best suggestion, a cash prize of $10.00 will be given, and to the third best a prize of $5.00 will be given.
These labels to be used principally upon canned goods, spices, extracts, coffee and other goods usually carried by wholesale grocery houses.
Names submitted must be original and not in use by any other grocery concern.
Contestants may suggest as many names as they desire
All suggestions submitted under this offer to become the property of the Grocery Company whether awarded a prize or not.
No questions will be answered as all the rules governing this contest are contained in this advertisement. This contest is open to all and closes at one o'clock p. m. on Feb. 15, 1911.
Address all answers to the advertising manager.
Missouri Valley Grocery Company
MANDAN, NORTH DAKOTA

No. 19

WHAT WE HAVE FOR THE GIFT SEEKERS
Delicious Confections
Real Cigars
Christmas Cards, Booklets
Ladies Hand Bags
Pocket Books
Fountain Pens
Gifts for Ladies
Gifts for Men
Goods purchased here to be sent out of town will be packed for shipment free of charge
MANDAN DRUG COMPANY

No. 20



No. 21

as I could possibly tell them, and, so far as I have been able to judge, they have accomplished their work in a way to leave nothing for me to suggest or complain about—but move me to stop, wrapt in mute admiration. To show a number of these beautiful typograph ical creations, I feel, would be making a better use of space than by wordy columns of praise, hence I am showing as many as the editor-in-chief has room for: Exhibits 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30

MANDAN ADJUSTMENT AGENCY

L. S. ROYER, MANAGER

Abjustments, Collections
Fire Insurance

First National Bank Building
MANDAN, NORTH DAKOTA

No. 22

BINGENHEIMER Mercantile Co.

Lumber and Building Material
Farm Machinery
Windmills and Pumps
Harness and Saddlery

MANDAN, NORTH DAKOTA

No. 27

Times Are Too Hard for Luxuries

Come and see some of the necessities that can be used in every day life and still make an appreciated Christmas present. We can supply gifts for father, mother, brother, sister and everybody.

Mandan Hardware and Furniture Co.

No. 28

Beaudoin Barber Shop

WILL MOVE TO THE BASEMENT OF THE NEW BARROWS BUILDING NEXT MONDAY DECEMBER 16

BEAUDOIN, BROS., Proprietors

No. 23

ESTABLISHED 1892

Strong and Well Equipped, Progressive Yet Conservative

The State Bank of Morton County

IN MANDAN, NORTH DAKOTA

CAPITAL AND SURPLUS, $95,000.00

DIRECTORS

No. 24

THE establishing of ourselves in public confidence has been the entire aim of this business from the outset.

We figured that the average spender is chiefly interested in getting his money's worth. We have subordinated every other consideration to getting him his money's worth. That is why we are standard in values.

Burton & Greengard

112 West Main St. MANDAN, N. D

No. 29

AN ABSTRACT

Is something very essential when one receives a deed of a piece of real estate. It is important to know that the title of the property is free from any flaw or defect. We make it a special line of work to prepare abstracts for anyone who desires to purchase any kind of real estate. Kindly make us a call and tell us what you would like in the way of an abstract.

Mandan Abstract Co.
Mandan, North Dakota

No. 30

J. R. Gilbreath

Farm Loans
Real Estate
Insurance

STEAMSHIP TICKETS FOR SALE

Office up stairs in Haider Building, over Mandan Hardware and Furniture Co.

MANDAN NORTH DAKOTA

No. 25

C. A. BLOOM

ARCHITECT AND CONTRACTOR

Plans and Specifications at Moderate Prices

MANDAN, NO. DAK.
107 Fourth Avenue Northwest

No. 26

Correspondent _____

Address _____ Phone _____

From _____

Name, Per _____ Began _____

RECORD 190..

WK.	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
1						
2						
3						
4						
5						

WK.	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1						
2						
3						
4						
5						

GRADING: C—Commend, G—Good, F—Fair, P—Poor
Amount of work measure by column or fraction of a column, ½ or ¼ column
Supplies sent mark on back

Model Correspondent's Memoranda

See Page 284

Ben Franklin Club Banquet

By George E. Wray, Secretary.

THE Sixth Annual Banquet of the Ben Franklin Club of Chicago was held at the Auditorium, March 18th, when nearly four hundred members and friends assembled to do honor to Ben Franklin's memory and to red-letter the advancement made by the printers of the country. Under the toastmastership of Mr. Thomas M. Ball, the magnificent event rolled off without a hitch and all agreed that it was the best ever. The entertainment committee, under the chairmanship of W. Ruggles, is to be heartily congratulated on the success of their endeavors.

The toastmaster in introducing Mr. Hartman, the President of the Ben Franklin Club of Chicago, referred to the great work so far accomplished. He cared not who Hartman—the man—might be, but we must all recognize Hartman—the worker—and what he had done for the printers. Mr. Hartman said that printers did not begin to realize the magnitude of the industry in their own city. The production of the press has done more for the civilized world,

Wm. Hartman, President Ben Franklin Club

has built up more fortunes for other people than could be conceived. Yet the printer himself had not advanced with the industry. Gutenberg went broke four hundred years ago and most printers had been going broke ever since. A better day is dawning, however, since the formation of Ben Franklin Clubs and the installation of the standard cost-finding system. In 1900 the printing offices of Chicago represented $4,440,000. In a few years it will be quadrupled. The payroll was enormous and every cent of a printer's earnings was spent in the city, for printers were a generous people. The future of the success of the printers rested on the economical and efficient production, a knowledge of costs and a determination to demand a fair price for their product.

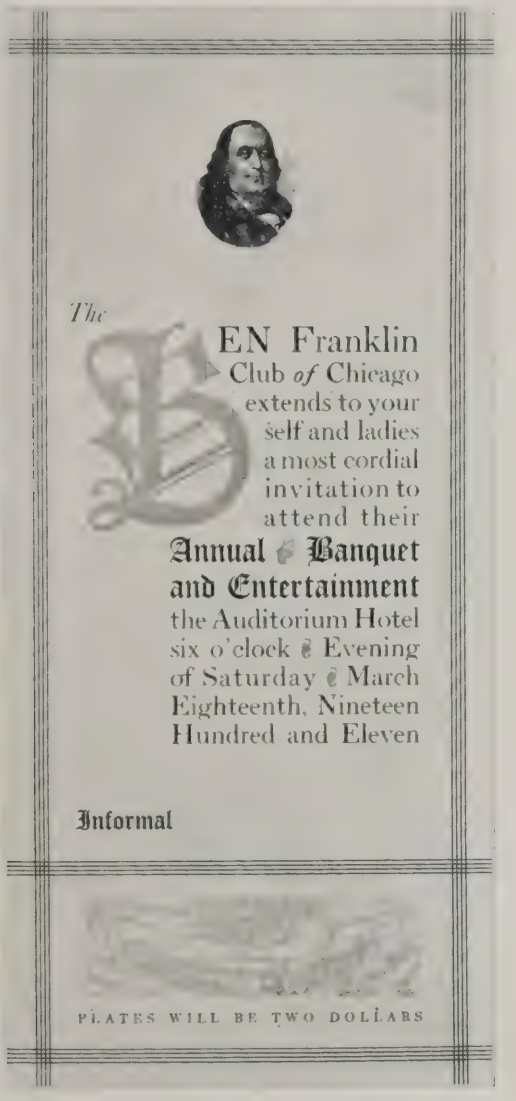
Mrs. Solomon, Honorary President of the Chicago Council of Jewish Women, said that no matter with what associations of business women she might banquet, it was always claimed that it was the other fellows who managed to burn up the streets with their automobiles. Hence the question often arose in her mind as to who really owned the thousands of automobiles in this city. Mrs. Solomon spoke on "Women in the Civic Life," and said that no woman who took any interest in the conditions in our large cities could fail to recognize the real wealth that the printing press produced. No man, no woman, no youth could now be so reduced financially that they were not within the reach of good literature and when people were able to read and absorb the thoughts of great minds, of great men and women, could they be said to be really poor. The press is doing its part of the task of upbuilding a more beautiful Chicago and was establishing the City Beautiful for which the women civic workers were hoping and toiling.

Dr. Francis C. Kelley spoke on Ben Franklin and said that while the lawyers had his satanic majesty as their patron saint, the printers might easily have gone further and fared worse than in selecting Ben Franklin as their guide. Ben has many points of merit, or he could not be so greatly liked. He was one of the greatest of the great Americans. He was a many-sided man and besides being a printer—a good printer—he was also a journalist, a statesman, a scientist, a diplomat, Franklin was a friend of man, and instanced a case where, when he was sent to Canada to bring over the French Canadians, he secured the aid of a priest there and so much did he appreciate the efforts of the priest, that when a little later the first Roman Catholic See was established at Baltimore, Franklin recommended his French Canadian priest friend for the bishopric. Hence the church in America had a friendly feeling for the deist Franklin. Ben raised the printing fraternity to a higher level, he founded universities, libraries, and seats of learning; he was so broad that he belongs to all the people and not to the printers alone; were he here today he would be a powerful journalist and would shape the events of the times, and, when the stirring affairs of his day gave him a greater prominence than he could secure now, yet in any time or in any country, Ben Franklin, the patron saint of printers, would be a great and illustrious man.

Dean Charles Mathews spoke on the Human Element in Business and pointed out that, originally, buyers and sellers knew each other personally while now they do not come in contact. Relations were changing, however, and men on both sides of the capital and labor problem were beginning to recognize each other as people, as human beings, as men. It was also in evidence that the great questions of the day would have to be settled by the people. When men get together, it is possible to find an average where tolerance will rule, where reason will govern, where people will meet as people—as men and women with human aspirations, hopes and desires. The human element is being magnified in the strenuous work of the business world. It is upon the activity of human beings that the whole structure of business rests. Everything progressive in this world depends upon the development of human beings, the creation of human wants means the creation of business. The supplying of human needs means simply the transaction of business. All that is needed is supernal commonsense—while ordinary commonsense is none too common—someone had said that a talent for misery is the fulcrum for human progress; doubtless a healthful discontent had much to do with progression. As an instance of the power of suggestion as a creator of human wants, he mentioned a previous speaker's reference to "Ben Franklin's rye" and the exodus from the banquet table that had immediately followed. This also illustrated the power of advertising.

Business rested on trust and confidence. In the panic of 1907, it was simply a case of ceasing to trust the other fellow. Hence the finest thing for men to do is the creation of a splendid trust in each other. This is, apparently, the chief aim in the Ben Franklin Club, here in strong evidence today, while twenty years ago such an organization would have beeen impossible. Printers have faith and show it in their works, for higher prices were considerably in evidence.

Trusting in men—in each other—is more powerful than trusting in machines. Humanity is ever more and more manifesting itself. The arts grow where wealth is developed, and Chicago wealth is showing itself by its broadness and its determination to develop the beautiful in itself. There is an underlying element of fraternity continually coming to the surface and exhibiting its power and men are realizing that other men have rights, not that the millennium had been reached but everything relating to human beings is vastly superior to the conditions of even ten years ago. There is no such thing as righteousneess outside the rights of men—the rights of other people. The theory that "business is business" is gradually dying and the fact is being established that business is simply the relationship of men and women in the economic world, and no business can be permanently successful unless the greatest good of the greatest number of human beings is taken into consideration. Men everywhere are seeing that they owe a duty to humanity, that as men they have to consider other peeople, men like unto themselves. In closing, Professor Mathews asked if there was anything we would rather do than leave to our children a better world than our fathers had turned over to us?



Mr. Harry A. Wheeler, President of the Chicago Association of Commerce, spoke on "Chicago." He said he was proud to be able to claim relationship to the printer, in that the banker and the printer were getting into closer proximity in recent years. He instanced the case of an old established supply house, the head of which had told him that he had never sued a printer. Mr. Wheeler expressed his surprise, and the supply man had said, "No, I have always had confidence in the honesty and integrity of the printer. He may get into a tight place, now and again, and he may have to stave off his creditors, but eventually—being honest at heart—he will pull through and pay his bills. I have lost some few bills it is true, but I believe I have lost much less money by this method than by rushing printers into court."

In order that Chicago shall achieve its greatest development, it is necessary that its citizens co-operate closely and with one aim and purpose. They must create an ideal—a high ideal—looking into the future for its grand realization. Chicago had grown, in three-quarters of a century, from a marsh to the fourth city in the world, and its people have reason to be proud of its wonderful growth, its future is in their hands, the responsibilities are upon its men and women—especially perhaps upon the women. Population is crowding in upon Chicago from every quarter of the globe, and it behooves its foremost citizens to take steps to provide for the training and development of its newcomers, not only through schools and colleges, but through the breathing places, its parks and boulevards. He congratulated the printers of Chicago on having such a strong organization as was evidenced by the assembly before him. Chicago has every reason to be proud of its Ben Franklin Club.

THE GROWTH OF AN IDEA.

BY C. E. WRAY, SECRETARY OF CHICAGO BEN FRANKLIN CLUB.

(Sung at the Ben Franklin Club Banquet, March 18, 1911.)

Air—"Mr. Dooley."

Ben Franklin, born in Boston, a many years ago;
He tramped to Philadelphia, where he could have a show;
He organized his fellow man, co-operation taught
He built a public library, no effort came to naught.

ALL—So here's to Franklin, our own Ben Franklin,
His memory with us shall e'er be green;
One more to Franklin, the noble Franklin
The first great composite American.

Ben left his mark behind him when at last he went away,
And left a few disciples, too, to point the better way;
He left a lot of proverbs, they brought Poor Richard grub
He left some brains behind also, and so we have a Club.

ALL—At helm is Hartman, a Franklin Hartman
A leader who is always in the van
We'll boost our leader, the printers' leader
Another nobly brave American.

When Hartman struck the cost idea, he couldn't hold it all;
He poke to Ski and Shepard, too, to Regan and to Hall.
To Donnelley he showed the plan, to Faulkner and Adair;
To Blakely, Hamm and Hollister; to Whitman, Grant and Meyer.

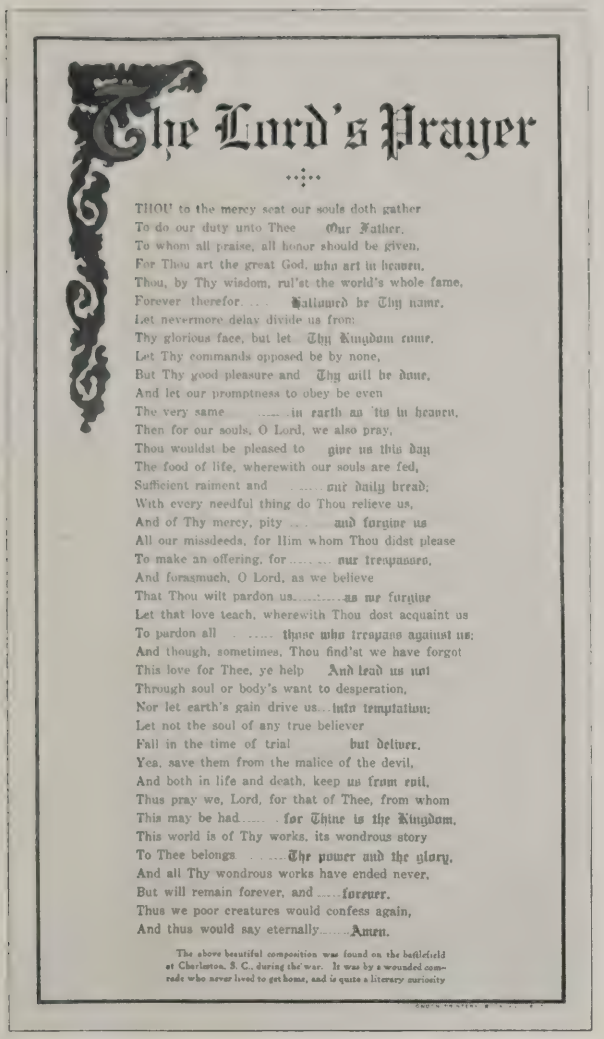
ALL—Till all united—they were invited—
To find some means of getting better grub;
They got together, 'twas stormy weather,
And thus they formed the first Ben Franklin Club.

They took it up with Oswald, with Donohue and Dunn
With Koss, and Ross, and Ruggles, too—for there must be some fun
With Wells, and Barnes, and Miller, too, also to Mr. Binner
And all agreed the Franklin Club would save the erring sinner.

ALL—They got together, 'twas now or never
The Rogers and the Ryans all came in
The Cole and Johson and Seton Thompson
Ben Franklin club Idea was bound to win.

They got a cost committee out, the printers went to work
To solve a great big problem, that so far all would shirk;

"HE IS RISEN"



The Lord's Prayer

THOU to the mercy seat our souls doth gather
To do our duty unto Thee Our Father,
To whom all praise, all honor should be given,
For Thou art the great God, who art in heaven,
Thou, by Thy wisdom, rul'st the world's whole fame,
Forever therefor. . . . Hallowed be Thy name.
Let nevermore delay divide us from
Thy glorious face, but let Thy Kingdom come.
Let Thy commands opposed be by none,
But Thy good pleasure and Thy will be done,
And let our promptness to obey be even
The very same . . . . . in earth as 'tis in heaven.
Then for our souls, O Lord, we also pray,
Thou wouldst be pleased to give us this day
The food of life, wherewith our souls are fed,
Sufficient raiment and . . . . . our daily bread;
With every needful thing do Thou relieve us,
And of Thy mercy, pity . . . . . and forgive us
All our missdeeds, for Him whom Thou didst please
To make an offering, for . . . . . our treapasses,
And forasmuch, O Lord, as we believe
That Thou wilt pardon us . . . . . as we forgive
Let that love teach, wherewith Thou dost acquaint us
To pardon all . . . . . those who treapass against us;
And though, sometimes, Thou find'st we have forgot
This love for Thee, ye help And lead us not
Through soul or body's want to desperation,
Nor let earth's gain drive us . . . into temptation;
Let not the soul of any true believer
Fall in the time of trial but deliver.
Yea, save them from the malice of the devil,
And both in life and death, keep us from evil,
Thus pray we, Lord, for that of Thee, from whom
This may be had . . . . . for Thine is the Kingdom,
This world is of Thy works, its wondrous story
To Thee belongs . . . . . The power and the glory.
And all Thy wondrous works have ended never,
But will remain forever, and . . . . . forever.
Thus we poor creatures would confess again,
And thus would say eternally . . . . . Amen.

The above beautiful composition was found on the battlefield at Charleston, S. C., during the war. It was by a wounded comrade who never lived to get home, and is quite a literary curiosity

The above lines are appropriate to the Easter and are especially interesting from the fact that they were found, in manuscript form, on the battlefield at Charleston, S. C., and were written by a wounded comrade who never lived to reach his home. The composition is in itself an unique and interesting literary curiosity. The card containing the verses was of rough-surfaced cream-colored cardboard, mounted, six by eleven inches in size, and was printed in black and red, the Lord's Prayer to the right being in red and the border and initial letter being in gold. The print is by S. H. White, typographer, Rockhill, S. C., and was accompanied by a neat little book-mark folder, containing the motto, by Madeleine S. Bridges:

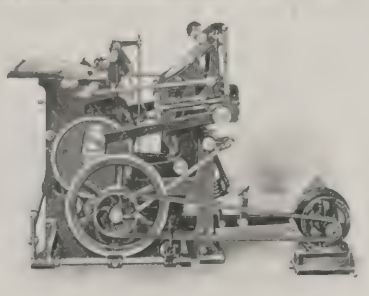
"Then give to the world the best you have,
And the best will come back to you."

It is a well-known fact that the man who is past the age of twenty-five can rarely be induced to go to school. Recognizing this fact, the railroads of the West, in connection with the agricultural schools, are taking the "College to the farm."

For four years in succession, the Denver & Rio Grande, co-operating with the Colorado and Utah Agricultural Colleges, has operated special trains through the agricultural districts of Colorado and Utah, and each year with an increasing interest.

Wanner Machinery Co.

Printers' and Binders' Machinery



FALCON AUTO JOB PRESS

Falcon Automatic Machinery
Chandler & Price Machinery
Challenge Machinery
Golding Machinery
Swink Two-Rev. Cylinder Press
Hamilton Composing Room Furniture
National Rotary Perforators

Whatever your wants in standard and special machinery, furniture, sectional blocks, etc., consult us.

Largest stock of rebuilt printers' and binders' machinery in Chicago; complete stock on hand. Write for Poster-Sheet No. 1.

WANNER
MACHINERY CO.
A. F. WANNER PROP.
215-223 W. Congress Street
(NEW NO.)
Near Fifth Ave. and Van Buren St. CHICAGO, ILL.

Methods of Handling Correspondents

BY WALTER JACK, HILLSDALE, MICH., LEADER.

WHEREVER newspapers are published, people will always agree that the one with the largest quantity of county or neighborhood and village correspondence is most popular.

Many editors feel that they cannot spare time to go after prospective correspondents, and are at a loss to know the best way to secure them. In the case of many papers, the building of a list of correspondents has required years where it should have only required months of careful and systematic effort.

We have found that the best way to secure correspondents is to ask all patrons of the office, if the paper is representing their locality satisfactorily in its columns, and if not, to name some person whom they think would make a good correspondent. If the old correspondent is not satisfactory in their neighborhood, they can usually name a successor, or possibly think of two or three persons who would carefully look after the work.

Now, when we secure a name in this way, a notation is made on a card which we have for each correspondent, with the name of the person giving the names, and the name of the person recommended, and the card is marked *"prospect."*

The following letter is sent out, and in turn the name of still another correspondent is added. The form letter follows:

HILLSDALE LEADER
THE HOME NEWSPAPER—SIXTY LIVE WIRE CORRESPONDENTS
RAY ROBINSON, EDITOR AND PUBLISHER

Hillsdale, Michigan.....191...

Dear Friend:

We have been informed by our mutual friend.....
.....that you would make a live, hustling correspondent for the Leader, and that you are active in the affairs of your community and will be able to give the social and personal events that occur in your community their deserved mention.

We are glad of this opportunity to avail ourselves of a correspondent in your locality, and are sending you a stamped envelope and some paper, and would be glad to have you write us your intention to continue the work.

THE LEADER is proud of its present list of correspondents, and is anxious to number you as one of its family of contributors.

THE LEADER is anxious to get all the news as quickly as possible. And it considers as good news personals, news about farm crops, coming social events, events that have occurred, farmers' meetings, fraternal elections and installations, dances, church suppers, special sermons, weddings, deaths, sickness in community, word received from former residents, and in short something about anything that makes life in your community worth living, (and perhaps some things that do not); however it avoids scandals, slams, or any items that will reflect on the character of a person.

On receipt of your letter telling us you will correspond for THE LEADER, will place your name on our mailing list and send you supplies.

Sincerely,
THE HILLSDALE LEADER,
WALTER JACK, Editor.

Kindly fill out below

- - - - - - - - - - - - - - -

I will correspond for HILLSDALE LEADER.
My Name is.....
My Address .....Rural.....
Phone.....I live in .....
of .....Township.
M.....would make you a good correspondent from .....

People generally consider it an honor to contribute to a newspaper, and there are only three or four neighborhood correspondents on our list, and these in towns of from 400 to 1,200, that we remunerate with money. We, however, do remember our correspondents in the smaller villages with magazines. The correspondents are pleased and satisfied with paper, envelopes, stamps and one or two copies of the paper.

A letter to the correspondents, each month, creates enthusiasm, and a little word of cheer gives them greater interest in their work. A form letter can easily be printed and sent out to the correspondents monthly, and when we have done this we have found that the news came in more regularly, came in earlier, and we had a quantity of matter of such interest that we could nearly fill the first page with long articles from country reporters, of events of no small importance.

A nice remembrance, and one in which our correspondents take pride, is that of printing each one about 200 visiting cards, in appropriate sizes, and on the lower corner, Correspondent, Hillsdale Leader. These are passed out among the correspondent's friends, and they come to the aid of the scribes in gathering news.

I find still another valuable assistance to the correspondents, and that is to write to all the residents of the locality in which a new correspondent is appointed, telling them of the new representative, and requesting that every effort should be made to co-operate with correspondents in securing news for the paper, bring every important event to the correspondent's attention, and that whenever visitors come from out of the community, or the family or some member of it makes a trip or visit, it should be reported to the correspondent. People generally respond to these letters, and in turn voice their appreciation of the paper, that is so interested in the part they play in the life of the community.

However, there are some that, if the correspondent would solicit them for news, would reply that they were adverse to publicity and would withhold news. This attitude can be changed by calling attention to the fact that they have many friends who are anxious to know about their activities and who are interested to learn from week to week their good fortune.

We appoint our correspondents as our local business representatives and allow them a commission on all subscriptions they turn in and all renewals, also give them a commission on all jobwork and classified advertising. A letter is occasionally sent out congratulating them on the work they are doing, and in which they are not only recognized as the country editors of the paper, but local business managers as well.

We have not yet had a banquet for our correspondents, but have discussed the matter with them, and they are anxious that such an event should occur, and I know papers that make such an event an annual affair for their correspondents, find that in getting them together, outlining policies and lines of work for the coming year, and their becoming better acquainted with one another they are encouraged to better team work for the paper, and the financial returns and classified and farm advertising the paper secures cannot easily be estimated.

Enthuse your country correspondents, keep up their courage, criticize them only in a friendly manner, do not crowd them but keep them working willingly for the paper, and you will have an organized force in your locality invincible to competition.

WALTER JACK.

Students in the School of Journalism of the University of Missouri have organized an honor fraternity. The membership is limited to students making the highest grades in professional courses and who are planning to make journalism their life work. The fraternity is similar in aim and purpose to the honor fraternities existing in schools of law, medicine, and engineering. The fraternity has the name Kappa Tau Alpha and the first chapter has been named the Walter Williams Chapter, in honor of the Dean of the School.

BARNES-CROSBY COMPANY'S
HEADQUARTERS
FRANKLIN AND MADISON STS
CHICAGO

PART OF CHICAGO ORGANIZATION

GROUP OF ST. LOUIS STAFF

Conversation may take the order, but plays no part in its *execution.*

"Quality" illustrations and engravings result only from organization and equipment—men and money.

Barnes-Crosby Company is an organization of 400 people, engaged in producing illustrations and engravings—nothing else.

Barnes-Crosby Company in its Chicago headquarters employs 275 men and women and occupies 45,000 square feet of floor space.

In its St. Louis establishment, 75 people and 20,000 square feet of floor space.

50 representatives, artists and photographers are employed in its chain of Branch Offices.

Make this organization your art and engraving department, because **Barnes-Crosby Company co-operates with printers, but does not compete with them.**

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President.

Artists :: Engravers :: Catalog Plate Makers

Complete Establishments:

215 Madison St., Chicago **214 Chestnut St., St. Louis**

And a chain of Branch Offices and art departments. Get in touch with the nearest one. Write for samples and information.

New York Cincinnati Detroit Indianapolis Kansas City Memphis San Antonio

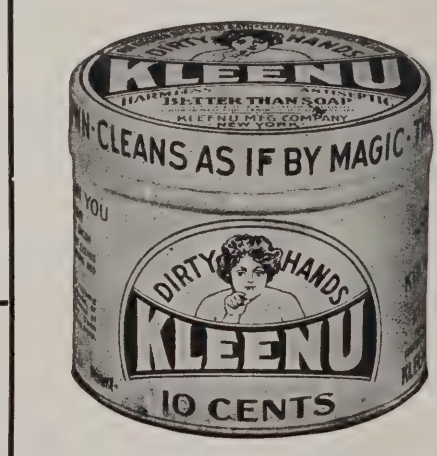
Toledo Milwaukee Minneapolis Cleveland Moline Atlanta Mexico City

ST. LOUIS
Complete Establishment
214 CHESTNUT ST

BASOLIO INK & COLOR CO.
IMPORTERS AND MANUFACTURERS OF
LITHO AND PRINTING INKS.
DRY COLORS AND VARNISHES.
BASOLIO
250 W 27TH ST NEW YORK

Basolio Quality INKS and Kleenu

FOR KITCHEN, TOILET AND BATH ★ CLEANS AND SOFTENS THE SKIN
DIRTY HANDS
KLEENU
HARMLESS TRADE MARK ANTISEPTIC
BETTER THAN SOAP
DIRECTIONS: USE AS SOAP OR SAPOLIO RUB IN WELL, MOISTENING SLIGHTLY, RINSE OFF.
KLEENU MFG. COMPANY
NEW YORK



WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

SPECIAL BARGAINS FOR APRIL IN REBUILT and Guaranteed Printing Machinery. Write for new eight-page poster sheet, with illustrations. 8 x 12 C. & P. Gordon, $75; 8 x 12 S. & L. Gordon, $75; 10 x 15 Challenge Gordon, $125; 10 x 15 Peerless Gordon, $115; 11 x 17 Peerless Gordon, $145; 13 x 19 Universal, $119; 14 x 22 Universal, almost new, $390; 14½ x 22 C. & P. Gordon, $230; 23 x 28 Pony Campb ll, 2-Rev., $700; 32 x 47 Babcock Optimus, 2-Rev., $1,300; 32 x 46 Potter, 2-Rev., $800; 38 x 50 Campbell Book and Job 2-Rev., $800; 42½ x 60 Potter, 2-Rev., $900; 25" Advance Lever Paper Cutter, $80; 30" Advance Lever, $95; 30" C. & P. Lever, $105; 30 Leader, $70; 30" Howard Gem, $90; 32" Rival Power, $190; 32" Perfection Split Gauge, Late Style, $225; 36 Sheridan Power, Steel Tape Scale, Late Style, $275; 38 Seyboldt Paper Cutter, Late Style, $380; 44" Chicago Power Cutter, $325; 30" Champion Power Cutter, $135; 30 Sheridan Power Cutter, $135; 60" Sheridan Auto Clamp Power Cutter, almost new, $800; 30" Style "B" National Rotary Perforator, absolutely new, $250; Sheridan Round Corner Machine, $40; ⅞" Donnell Wire Stitcher, flat or saddle back, $145; 1-5" Perfection Wire Stitcher, $90; Boston Stapler, capacity ¼", $25; 16" Proof Press, on stand, almost new, $20; Ideal Hand Cylinder, 6-column quarto press, $100; Automatic Card Press with motor, used two weeks, $125. Bargains in second-hand motors, steel chasess, folding machines, outfits, etc. We carry a complete line of new machinery. Write us and tell us your future wants. Largest stock carried in Chicago.

WANNER MACHINERY CO.,
A. F. Wanner, Proprietor.
215-223 W. Congress St., near Fifth Ave.,
Phones:—Harrison 6889. Chicago, Ill.
Auto—52—889.

THINK OF THE CALENDAR BUSINESS which you could get in your town, Mr. Printer, if you had the *right kind* of a line to show. It means money to you. We want representatives everywhere and can send you 220 calendar samples *that are winners;* also post-cards, blotters and fans.

This is no jobbing proposition—we fill the orders complete, shipping direct to the customer. No trouble or worry or expense for you, simply act as our agent and draw your commission.

Our sample sets are *going fast,* so don't put off writing American Calendar Co., Red Wing, Minn.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

EXPERIENCED EDITOR-PRINTER wishes to take charge of large Independent or Republican weekly, salary or lease. H. C. BEAUCHAMP, Jonesboro, Tennessee.

EDITORIALS—Ready-to-wear. Fit guaranteed, no politics, religion or wind; sprightly, topical, not faddish Samples sent. Weekly Service Syndicate, DeSoto, Wis.

CENTRAL WEST DAILY IN CITY OF 12000

One Competitor. 1910 cash receipts over $14,000.00. After paying operating expenses and $240.00 for betterments the property in 1910 returned owner over $4400 cash for his personal effort and investment. Available at $15,000.00. At least $6000.00 cash necessary. Balance can be deferred. Proposition No. 95.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us

HELPS TO SUCCESS

The most successful men are those who "read up" on subjects affecting their life jobs. Here are works which will help anyone in a printing office, from owner to apprentice.

ESTABLISHING A NEWSPAPER, by O. F. Byxbee. Cloth; 113 pages; price, 50 cents.

GAINING A CIRCULATION, by Charles M. Krebs. Five hundred ideas; 60 pages; 50 cents.

CONCISE MANUAL OF PLATEN PRESSWORK: complete treatise on subject, 25 cents.

MODERN PRESSWORK (cylinder) 138 pages: cloth, $2.00.

PRACTICAL GUIDE TO EMBOSSING AND DIE STAMPING. Cloth, $1.50.

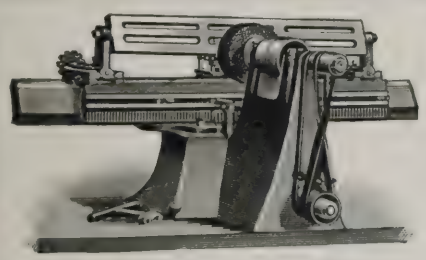
SPECIMEN BOOKS—Handiest of all adjuncts for job-work.

They help sell printing and give the boys an idea of how jobs should be set. Few type faces and simplicity of arrangement are the prevailing features of these books:

BILL-HEADS, 25 cents.
COVER AND TITLE PAGES, 75 cents.
ENVELOPE CORNER CARDS, 25 cents.
LETTER-HEADS, 50 cents.
PROFESSIONAL CARDS AND TICKETS, 25 cents.
PROGRAMS AND MENUS, 50 cents.

The best trade educator—THE INLAND PRINTER. $1 for four months; $1.50 for six months; $3 a year.

THE INLAND PRINTER COMPANY,
632-640 Sherman St., Chicago, Ill.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes, which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

NATIONAL PRINTER JOURNALIST

VOL. 29

No. 5

MAY

Detroit Pre-Convention Number

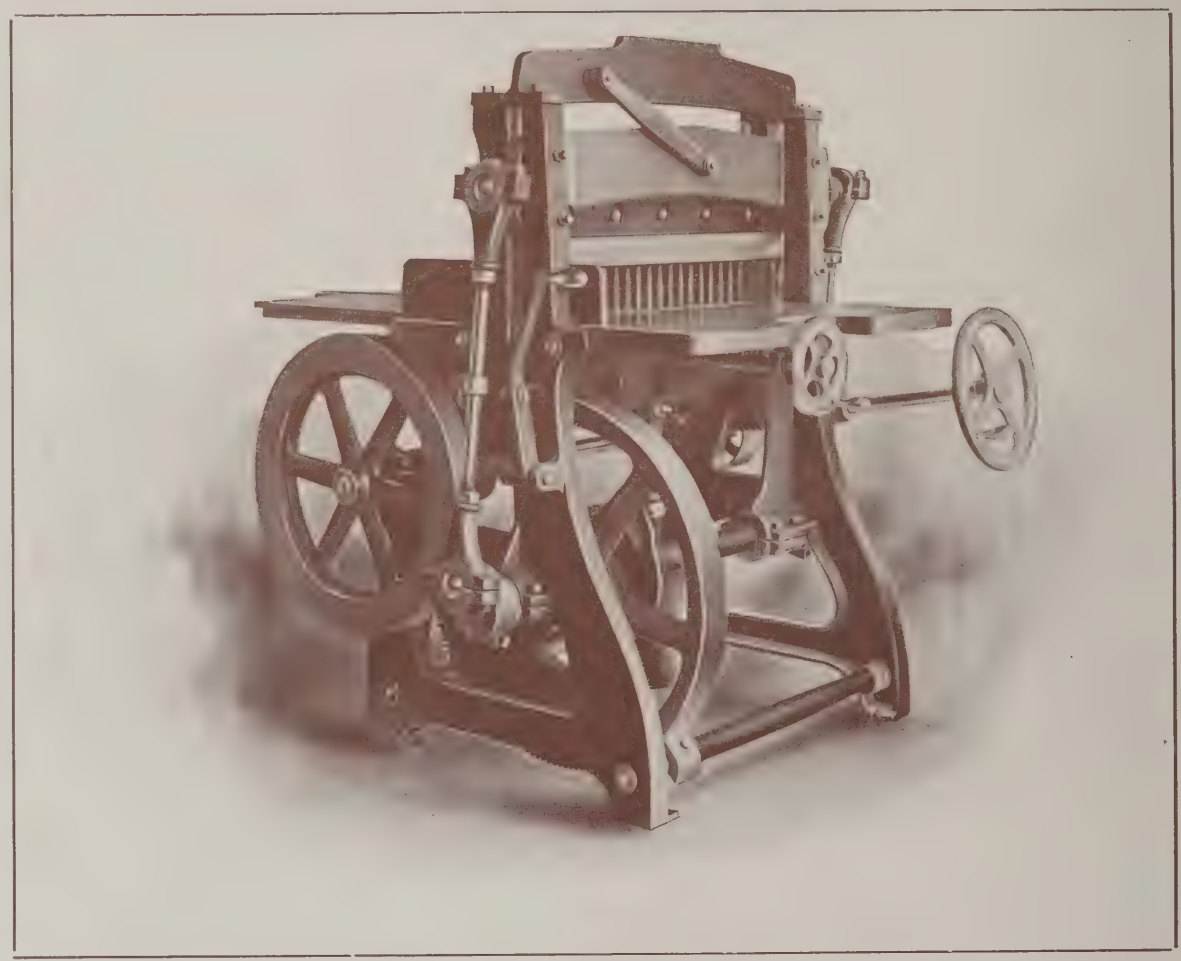
1911

PRINTERS CAN SAVE TIME AND MONEY

BY INSTALLING AND USING

THE 34" KEYSTONE HAND CLAMP CUTTER

The Special Printers' Favorite



Keystone Cutters are Rapid, *Accurate, Easy to Adjust and Simple in Construction,* having no intricate or complicated parts to get out of order, *and the Most Durable Cutters Built.*

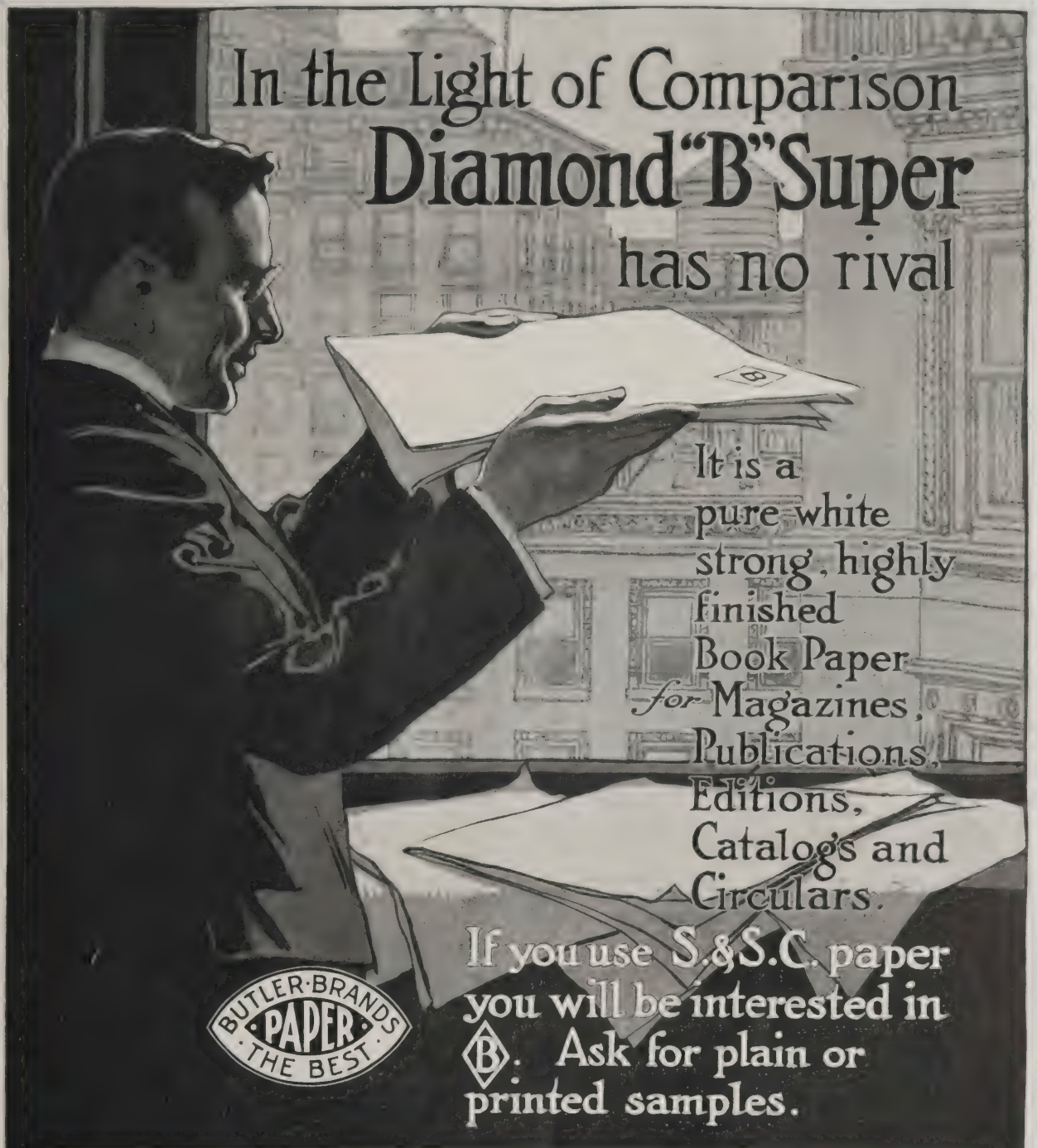
Investigate the Merits of This Machine, Which Gives Universal Satisfaction Wherever Placed. We will gladly send circular with full particulars on request

THE STANDARD MACHINERY COMPANY

MYSTIC, CONNECTICUT

Chas. E. Wheeler, Pres. & Treas.

Builders of Paper Cutting Machines of all styles and sizes, Embossing Presses, THE BEST AND STRONGEST BUILT, Die Cutting Presses and Bookbinders' Machinery.



In the Light of Comparison
Diamond "B" Super
has no rival

It is a pure white strong, highly finished Book Paper for Magazines, Publications, Editions, Catalogs and Circulars.

If you use S.&S.C. paper you will be interested in Ⓑ. Ask for plain or printed samples.

BUTLER·BRANDS PAPER THE BEST

DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER CO.,	Milwaukee, Wis.	CENTRAL MICHIGAN PAPER CO.,	Grand Rapids, Mich.
INTERSTATE PAPER CO.,	Kansas City, Mo.	MUTUAL PAPER CO.,	Seattle, Washington
SOUTHWESTERN PAPER CO.,	Dallas, Texas	AMERICAN TYPE FOUNDERS CO.,	Spokane, Washington
SOUTHWESTERN PAPER CO.,	Houston, Texas	AMERICAN TYPE FOUNDERS CO.,	Vancouver, Br. Col.
PACIFIC COAST PAPER CO.,	San Francisco, Cal.	NATIONAL PAPER & TYPE CO.	(Export Only), N.Y. City
SIERRA PAPER CO.,	Los Angeles, Cal.	NATIONAL PAPER & TYPE CO.,	City of Mexico, Mex.
OAKLAND PAPER CO.,	Oakland, Cal.	NATIONAL PAPER & TYPE CO.,	City of Monterey, Mex.
		NATIONAL PAPER & TYPE CO.,	Havana, Cuba

J.W. Butler Paper Co. Chicago

ESTABLISHED 1844

DUPLEX PRINTING PRESS COMPANY

NEW YORK OFFICE

We take pleasure in announcing to our friends and to the Publishing Fraternity generally, that we have established an Eastern Headquarters in New York City. Our office is in the World Building at the focus of the city transportation lines, elevated, surface and subway, the most easily accessible place in New York. The office will be in charge of our General Sales Manager, Mr. E. L. Markey, well known to newspaper publishers throughout the United States, who will be happy to greet all his old friends when they visit the city, and to form the acquaintance of many new ones.

THE DUPLEX METROPOLITAN ROTARY

The great simplicity of this press and its remarkable convenience are obvious at a glance. Its superiority over the "sky-scraper" construction of other press-builders is so great that they are already compelled to offer to build, and some of them are already building, machines of a similar type, in plain violation of our patent rights. **WE HAVE BROUGHT SUIT IN DEFENSE OF THESE RIGHTS IN THE UNITED STATES COURTS, AND WE HEREBY CAUTION PUBLISHERS AGAINST THE PURCHASE OF INFRINGING MACHINES.**

The first one of these presses shipped from our Works, a Quad machine, has been printing the *Journal of Commerce,* 32 Broadway, New York, for four years. Any publisher interested is invited to inspect this machine any week-day at 6:30 P. M., when the out-of-town edition is being printed, (the Manager having kindly consented that newspaper representatives may be admitted at this convenient hour, the larger part of the edition being printed in the night.)

By permission of the management of the *New York World,* we also invite interested parties to visit the *World* press-room and witness the operation of a Duplex 72-page Metropolitan press, recently installed therein. (A note from the Manager's office is all that is necessary to secure admission.)

NOTE:—Those desirous of inspecting our Metropolitan Rotary who do not find it convenient to visit New York, can see it in operation in the pressrooms of the *Richmond, Va., Times-Dispatch,* the *Minneapolis, Minn., Posten,* the *Oakland, Calif., Inquirer,* the *Milwaukee, Wis., News,* the *Pasadena, Calif., News,* the *Springfield, O., Sun,* the *Jackson, Mich., Patriot,* the *Bridgeport, Conn., Telegram,* the *Toledo, O., Ameryka Echo,* and many others.

(See Next Page)

THE DUPLEX

TUBULAR-PLATE ROTARY PRESS

A New Feature Which Doubles the Productive Capacity of the Press

In the Duplex Single-Plate Rotary there is no collecting, no associating, no tapes, no half-speed cylinder. All sheets are cut *after* passing over the former—not before, as in other makes. *All* products delivered *book fold* and *at the same rate of speed,* and with *no duplicate plates and no waste sheets.*

Duplex Tubular Single-Plate 16-page Press. Capacity: any even number of pages up to and including 16. Speed: 30,000 per hour for all products.

The DUPLEX TUBULAR PLATE ROTARY PRESS, carrying an equal number of plates, will give TWICE THE PRODUCT of any other press IN THE SAME RUNNING TIME—or, putting it the other way, WILL DELIVER A REQUIRED PRODUCT IN ONE-HALF THE TIME. These are important claims, but, more important still, they have been proved. The demonstration in a large number of important offices throughout the country is conclusive

OUR CUSTOMERS WRITE OUR ADS.

We give below a half-dozen brief statements from some of the purchasers. Write us for complete information about the press and copies of the full letters of these and many other enthusiastic users.

"Have had six makes of presses. Duplex Single-Plate *away ahead of them all.*"
ROCKFORD, ILL., "REPUBLIC."

Press works better than any I ever had. Is the best thing in my judgment. *Phoenix,* next door, had new **** installed same time. *No comparison* in machines, according to their pressmen and mine."
MUSKOGEE, OKLA., "TIMES-DEMOCRAT."

"More than satisfactory. Perfect print. Last web break five months ago."
ROCK ISLAND, ILL., "ARGUS."

"Having had over ten years' experience running web presses of the various makes, I do not hesitate to pronounce this press the *easiest to handle, best running* and *fastest* of its size I have ever seen."
H. D. HILL, Foreman MARION, O., "STAR."

"We are satisfied we have the *best printing press on earth.*"
HUNTINGTON, W. VA., "ADVERTISER."

"Perfectly satisfactory. Would not change for other makes."
LANSING, MICH., "STATE REPUBLICAN."

DUPLEX PRINTING PRESS COMPANY

Main Office and Works: BATTLE CREEK, MICHIGAN
Eastern Office: World Building, New York City

LONDON ADDRESS: LINOTYPE & MACHINERY, Ltd., 188 Fleet St. PARIS ADDRESS: LINOTYPE & MACHINERY, Ltd. 10 Rue de Valois

A Well Made Roller
Makes Money
and
Saves Many Times Its Cost

The Buckie Printers' Roller Co.

CHICAGO, ILL. 396-398 S. CLARK ST.
ST. LOUIS, MO. 1804 PINE ST.
ST. PAUL, MINN. 466 JACKSON ST.
DETROIT, MICH. 172 GRAND RIVER AV.

Our Rollers Are Guaranteed

The Buckie Printers' Roller Co.

714-716 SOUTH CLARK STREET, CHICAGO

Branch Factories: St. Louis, Mo. St. Paul, Minn. Detroit, Mich.

Don't Refuse a Big Job—
LINOTYPE IT

One of our representatives happened to be in a small printing office in a Pennsylvania town when the county treasurer came in with a blank deed about 20 inches long, set in 10 point 60 ems wide. He said he required 300 copies within two weeks.

"I can't do it," said the printer; "better take it to ———" (mentioning a neighboring town).

"It was printed here before," replied the treasurer, "and I would prefer to have you do it."

"Well, I have a good deal of work on hand, and, besides, this job requires more type than I can spare just now."

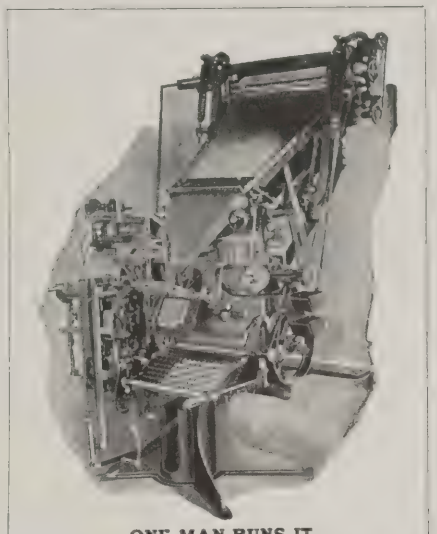
"Take the job," whispered our salesman.

The printer seemed somewhat puzzled, but our salesman reassured him by adding, "If you take the job, I will see to it that it is gotten out on time."

"All right," said the printer, "I'll do it."

After the treasurer had left the work and departed, he inquired, "How am I going to do it?"

To which our salesman replied, "You intended to send the work to an office that hand sets everything, the same as you do. That office is as badly off as you are. Tomorrow I am going to a town where there are a number of Linotypes. I will have the job set up and the slugs sent to you the next day. Then you can print the blanks and deliver them inside of a week, instead of within two weeks."



ONE MAN RUNS IT

"But," objected the printer, "the matter is 60 ems wide."

"It would make no difference if it were 160 ems wide. You want a good job, you want it quickly, and you want to make a profit—therefore Linotype it."

The job was handled as suggested. Both the office that set the slugs and the printer who completed the work made a reasonable profit—more than if it were hand set, the work was delivered in good season; the county treasurer was pleased; and everyone was satisfied.

The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO:
1100 South Wabash Ave.

MELBOURNE, SYDNEY, N.S.W., WELLINGTON, MEXICO CITY, } Parsons Trading Company

SAN FRANCISCO:
638-646 Sacramento St.

TORONTO: } Canadian Linotype, Limited, 35 Lombard St.

STOCKHOLM: Akt.-Bol. Gumaelius & Komp.
ST. PETERSBURG: Leopold Heller
COPENHAGEN: Lange & Raaschou

NEW ORLEANS:
332 Camp St.

BUENOS AIRES: Hoffmann & Stocker
HAVANA: Francisco Arredondo
RIO JANEIRO: Emile Lambert
TOKIO: Teijiro Kurosawa

When *figuring on buying any Printing or Book Binding Machinery send for the*

"Big List" of Johnsonized Machinery

The Better Grades of Machinery Rebuilt to do the work of new machinery in many cases

Prices quoted on New Machinery of all makes
A very complete stock on hand at all times

Furnishing Complete Modern Outfits a Specialty
All Standard Goods in Stock for prompt shipment

A Complete Stock of

HANSEN Diamond Nick TYPE

Standard Line, Unit and Point Set, Copper Alloy
The Best Wearing Type

C. I. JOHNSON Mfg. Co.

The Firm of Practical Men

Saint Paul :: Minnesota

Northwestern Agents

EVANS' ATTACHED NEWSPAPER FOLDER

A New Scott Drum and Evans' Folder
attached, on our floors, for demonstrating. BETTER INVESTIGATE!

This ad set in Hansen Crawford Italic J.A.K.

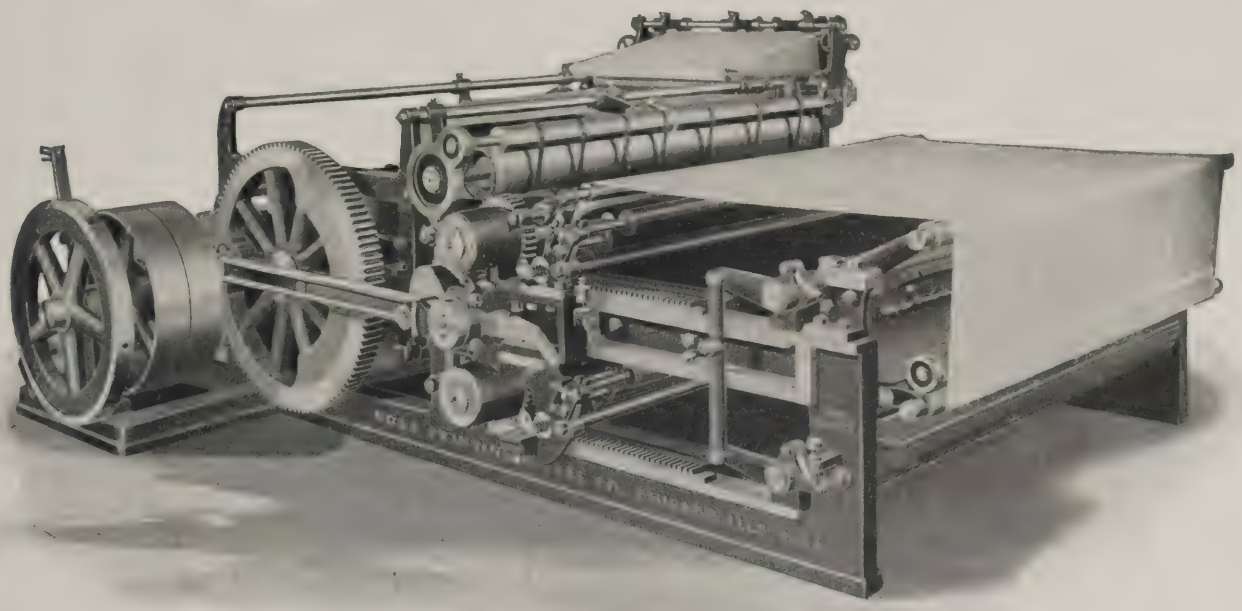
HALLEY'S COMET HAS COME AND GONE

But the GOSS "COMET" Press Has Come to Stay Forever

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS

THIS LITTLE PRESS WILL PRINT, PASTE AND FOLD FOUR, SIX OR EIGHT PAGES OF EITHER A SIX OR SEVEN COLUMN 13 "M" STANDARD SIZE NEWSPAPER



The "COMET" flat bed web perfecting press is the very latest accomplishment in newspaper machines for perfecting a four, six or eight page paper from type forms.

It is the most economical newspaper press on the market, and will save time, labor and money for the publisher, from the day of its installation.

It will save money because it takes less power to operate than any web perfecting press on the market.

It will save money on every paper it prints, as the cut of the web and reduced margins will make a continuous saving of white paper.

It will save money because there are less than half the composition rollers to maintain. All composition rollers are interchangeable, while the inking fountains are of the thumb screw variety (screws two inches apart).

It has double drive, angle bars for associating the webs, and practically a rotary tapeless folder.

The "COMET" will take up a floor space twelve feet square. It is four feet eight inches high, and will weigh sixteen thousand pounds, while a five horse power motor will be ample power.

Is this not an ECONOMICAL PROPOSITION?

PATENTED AND BUILT BY

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
Metropolitan Life B'ld'g.

16th Street and Ashland Avenue
CHICAGO, ILL.

LONDON OFFICE:
No. 92 Fleet Street
LONDON, - ENGLAND

FOR

STRENGTH

AND

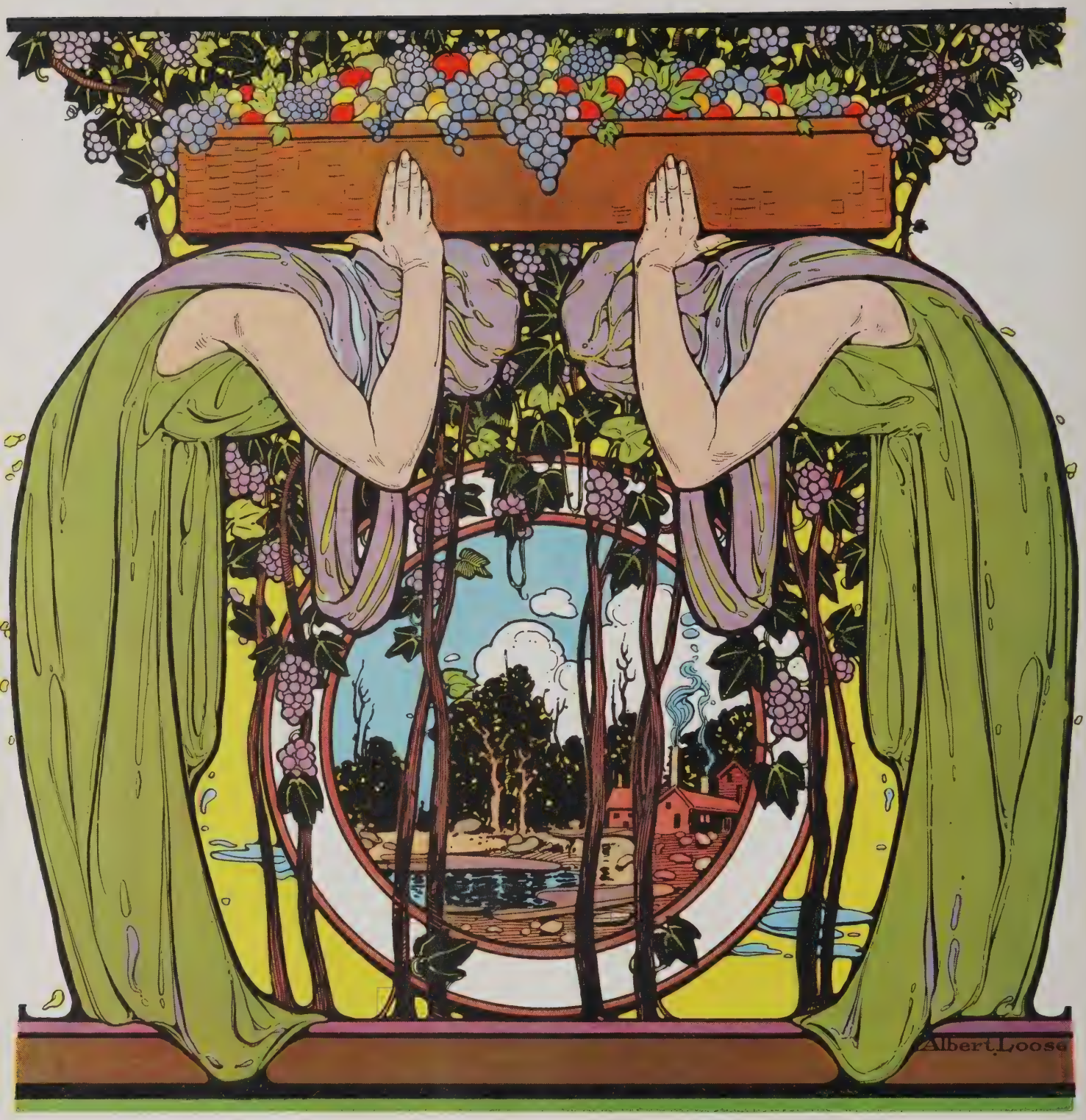
WORKING QUALITIES

DUAL-TONE DARK VERDURE GREEN, 5924.

The Queen City Printing Ink Company

CINCINNATI - CHICAGO - BOSTON - PHILADELPHIA

KANSAS CITY, MO. - MINNEAPOLIS - DALLAS



The Queen City Printing Ink Co.

·CINCINNATI · CHICAGO · BOSTON · PHILADELPHIA·
·KANSAS CITY · MINNEAPOLIS · DALLAS ·

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 168-172 WEST MONROE ST., CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas. National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

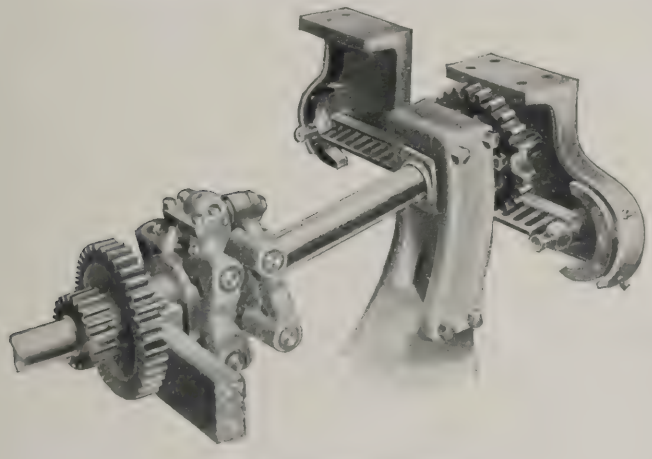
The Babcock Optimus

The Babcock Optimus

The Optimus bed motion is one of the finest applications of power ever made. It is correct, the simplest and strongest mechanism used for operating a printing press bed. It has the easy directness of a short shaft with a driving pulley at one end and a star-gear at the other. A device of balls and sockets, made a part of the shaft, permits one end of the shaft to be deflected so that in one direction it drives the bed above the rack and is below it in the other. It is a compact, rotary, primary motion, operating harmoniously with the matchless precision that gives unvarying register between bed and cylinder, produces runs of three-quarters of a million with the plates still good, and all with unexampled endurance to itself.

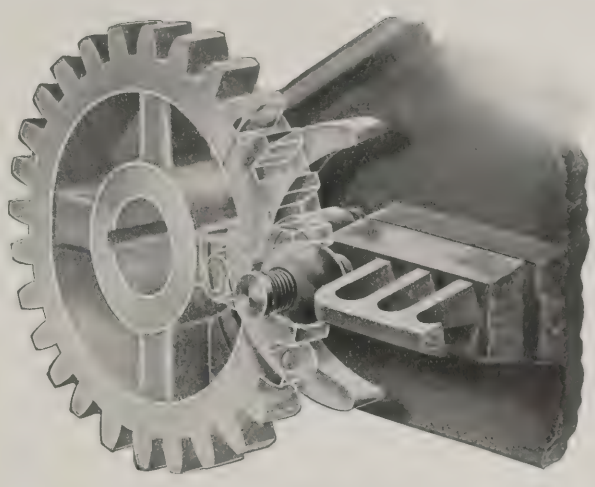
There is but one rack, one point of propulsive thrust. At each end of the rack is a large steel ball which the star-gear receives in a corresponding socket, grasping it much as a human hand grasps a baseball, the broad contact covering half of the ball's surface. Reverse is made while these are together, resulting in the bed being stopped and reversed with a perfect crank action. There is no looseness or lost motion; the reverse is smooth and easy. Balls and socket are hardened steel, ground to perfect fit. Old machines reverse as quietly as new, with perfect bed-and-cylinder register.

The star-gear shoes are hardened steel, small, and accurately curved to fit the roll. They are bolted in position, and wear for years. Shoes, balls, sockets and rack are made by specially invented machines of unerring performance.



All there is of the Optimus Driving Motion
So precise in action that 800,000 impressions have been made from one set of plates on a 63-inch machine.

The bed driving rack is at the center of the load, not at the center of the bed. It is placed where it should be, and where it is correct mechanically. It occupies small space, keeps the bed low, and makes room for an impression girt twice as strong as any other, giving us the most rigid press known.



Socket in star-gear grasping ball at end of rack
One of the great improvements in flat bed presses. Bed reversed by perfect crank motion.

The air-spring is readily adjusted without tool. The piston is at extreme end of bed where its utility is the greatest.

There is but one mechanical principle that is best for a given purpose. The Optimus ball and socket drive embodies the basic element for best operating a reciprocating bed. It has been practically unchanged for a dozen years. Long tried under the tremendous tests of modern printing it is a solid guaranty for the most vital point in a press. The force of this is impressive when one recalls that perhaps fifty rival devices in like machines have come and gone in these years; each has been widely proclaimed, proved insufficient, and been cast aside for some other, just as loudly commended, but promising no greater stability.

The Optimus bed motion is covered broadly by patents, unequivocally confirming new principles and new mechanisms. Every fault and weakness use has shown have been eliminated. We have a correct mechanism, strong, simple, fast, durable. Not a single user has complained of it. No ball and socket motion has shown appreciable wear, cost one user one cent or made him trouble.

SET IN AUTHORS ROMAN

"Globetypes"

Halftones and Electros From Halftones

The Best the World Has Ever Seen

The evidence of a 400-line "Globetype" (160,000 dots to the square inch) the halftone and electro printed on the same sheet for comparison, is yours for the asking.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-425 Dearborn Street, - - CHICAGO

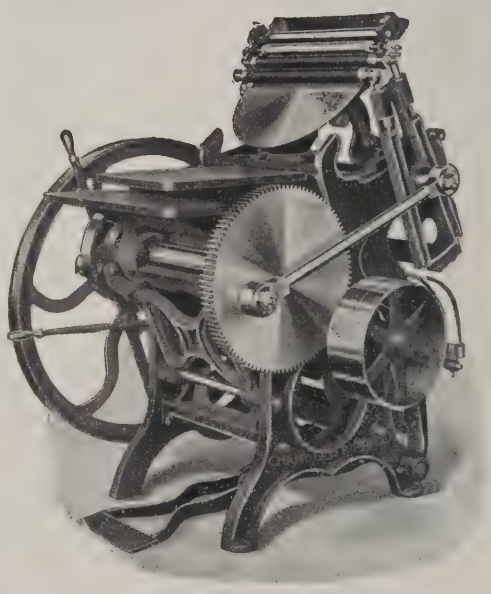
We make designs, drawings, halftones, zinc etchings, wood and wax engravings, copper, nickel and steel electrotypes, but—we do no printing. Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a steel "GLOBETYPE"

The Chandler & Price Gordon

IS THE MOST PROFITABLE PRESS
THE PRINTER CAN INSTALL

THIS is a strong claim, but it is proven by the fact that more than 39,000 of these presses have been sold, and the demand is increasing every year. Surely printers would not continue to buy more and more Chandler & Price Gordons unless they were beth satisfactory and profitable. Compare the heavy weight of this press, which is balanced perfectly, the ease of operation and maximum productivity, convenience of make-ready, thoroughness of construction and remarkable durability, the excellent distribution—compare these features with those of any other press on the market, and you will decide that the Chandler & Price is the greatest money-maker you can purchase.



CHANDLER & PRICE GORDON
(With Vibrating Rider Roller)

MANUFACTURED BY

THE CHANDLER & PRICE COMPANY

CLEVELAND, OHIO

For sale by dealers *Write for catalogue*

BARGAINS

In Rebuilt and Second Hand Machinery for

PRINTERS AND BOOK BINDERS

Write for our latest catalogue

WIRE STITCHERS
(All Sizes)

MAKE	PRICES
Donnell - -	$ 50.00 to $165.00
Morrison - -	60.00 to 165.00
Universal - -	75.00 to 350.00
Boston No. 3 - - - -	125.00
New Jersey - -	135.00 to 300.00
Brehmer - -	60.00 to 200.00
Thompson - -	50.00 to 170.00

Stapling Machines (*All Makes*)
Prices ranging from $12.00 to $30.00

Round Corner Machines (*All Makes*)
Prices ranging from $12.00 to $65.00

Paging and Numbering Machines (*All Makes*)
Prices ranging from $80.00 to $145.00

Perforators (*All Makes*)
Prices ranging from $40.00 to $150.00

Stabbing Machines - Sanborn Power $75.00

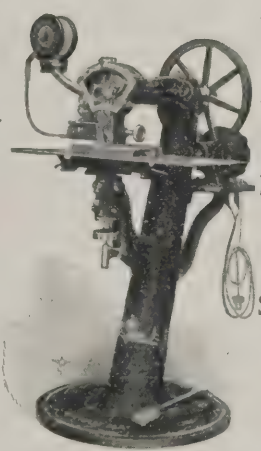
Punching Machines (*All Makes*)
Prices ranging from $15.00 to $150.00

Table Shears (*All Makes*)
Prices ranging from $40.00 to $100.00

Write for itemized list of second-hand machinery.

We manufacture
Monitor Machinery
for the
Complete Bindery

It has stood at the top for 20 years



Monitor No. 1 Wire Stitcher

Wire Stitchers
Perforators
Punching Machines
Box Stitchers
Paging and Numbering Machines
Embossers
Standing Presses
Creasers
Job Backers
Etc., Etc.

LATHAM MACHINERY CO.
306-312 S. Canal Street
CHICAGO
NEW YORK, 8 Reade St. BOSTON, 220 Devonshire St.

BIG FOUR PRINTING INK COMPANY

MAKERS OF

"QUALITY PRINTERS' INKS"

Tints, Varnishes, Compounds

Recognized by Printers everywhere as the best value, most uniform quality and most dependable.

ORIGINATORS AND SOLE MANUFACTURERS

of

"BOXER BLACK"

the best 25c, and

"PEERLESS HALFTONE BLACK"

the best 35c ink made for the Printer's use. Sold at one price, which is about one-half the price at which inks of equal value are sold by other manufacturers, and Guaranteed by us to give satisfaction. This is done by means of our direct sales system which so greatly reduces the selling cost and the quantity we sell.

Let us send you specimens.

Engraver's Halftone Black

The BEST black ink made, for the BEST jobs of the BEST printers. Ask us about it.

COLORS AND TINTS OF ALL SHADES

Orders will be filled from

CHICAGO BRANCH—515 Dearborn St.
NEW YORK BRANCH—97-99 Reade St.
ATLANTA BRANCH—84 Marietta St.

or from the home office of the

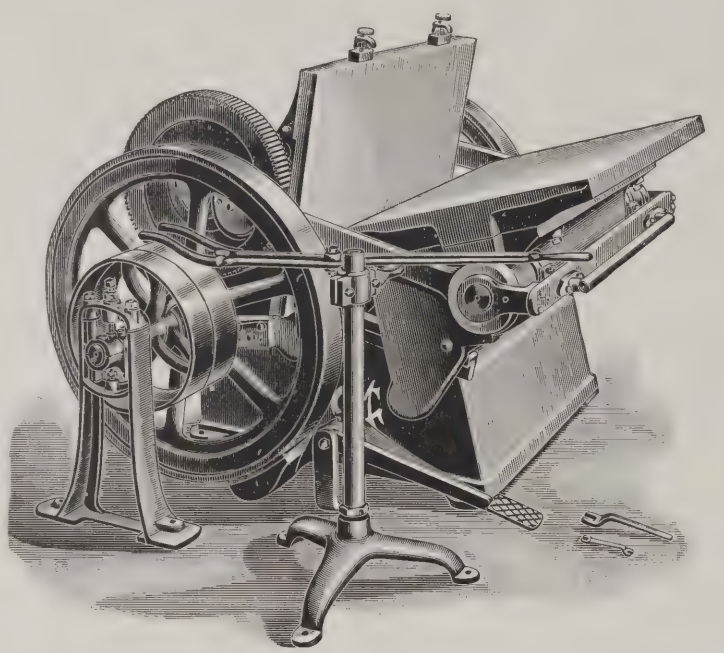
BIG FOUR PRINTING INK CO.

BATTLE CREEK, MICH.

The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

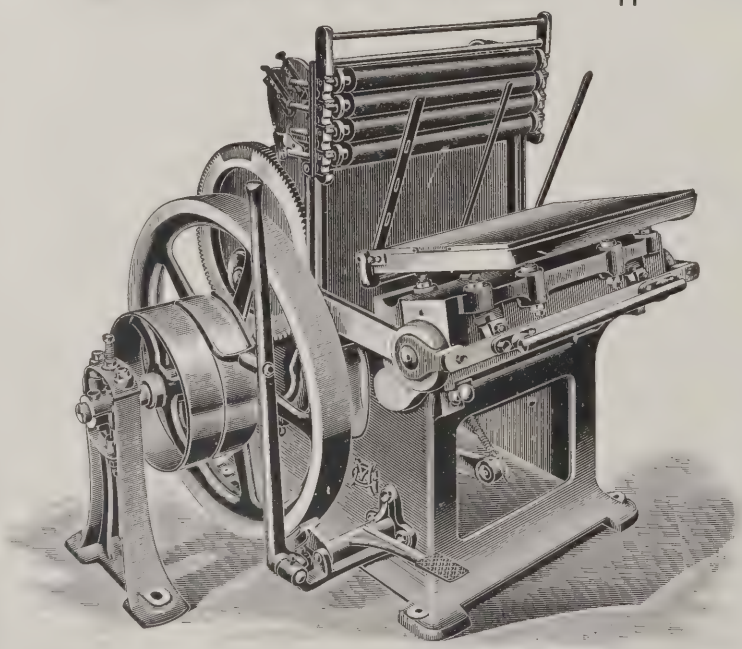
No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	10 x 15	inside	chase
Half Medium,	13 x 19	"	"
Half Super Royal	14 x 22	"	"
Super Royal No. 4	17 x 25	"	"
Embosser No. 1,	21¼ x 22	"	"
Embosser No. 2,	24 x 26	"	"
Stamper No. 3,	24 x 26	"	"

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

THE NATIONAL MACHINE CO., **Sole Manufacturers** HARTFORD, CONN., U.S.A.

UNIFORMLY EXCELLENT

ULLMAN'S INKS

FREIGHT and EXPRESS

Expressage costs anywhere from

Two to ten times as much as freight

Why do people use express service?

TO SAVE TIME—FOR TIME IS MONEY.

Ullman's Inks produce perfect printing

At such economy of time and labor

That they would save you money

Even if other inks cost nothing.

SIGMUND ULLMAN CO

NEW YORK (Uptown) PHILADELPHIA
NEW YORK (Downtown) CINCINNATI
CHICAGO CLEVELAND

How to Double Your Business

IN SIX MONTHS

WITH A FOX TYPEWRITER

If you knew that by the persistent and judicious use of a typewriter you could double your present business would you hesitate to buy one?—We know positively that you would not.

We have just issued a book showing how anyone in any class of business can double that business by means of a typewriter. This book costs us too much money to send out promiscuously to those who would not be interested in it, but to any reader of the National Printer-Journalist who will write us we will send a copy free. We will also send you with the book a copy of our latest catalog showing why the Fox Visible Typewriter should be selected in preference to any other.

It is a very easy matter to buy a Fox Typewriter. After receiving the catalog, select the equipment wanted, that is, the width of carriage, size of type, color of ribbon etc. The typewriter will then be sent you by express, all charges prepaid, on ten days trial, or will be delivered to you by one of our representatives. After trial you can pay us a little down and the balance in monthly installments. Write today for free book and catalog.

Will You Do This Now? We want you to fill out the attached coupon and give us a chance to "show you"—**at our expense**—what we have. Remember, we belong to no trust—no combination—and no one tells us at what price we must sell nor on what terms we must sell.

DATE_____191__

Fox Typewriter Co.,
4504-4704 Front St., Grand Rapids, Mich,

Dear Sirs:

Please send me a copy of your new book showing how I can double my present business in six months as per your advertisement in National Printer-Journalist, also send me a copy of your catalog with price and terms on the Fox Visible Typewriter.

Name.... .....

Address.....

Business.....

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

A VITAL FORCE IN COST REDUCTION

There was a time, and not so very long ago, when the ordinary Printers' Common Case Stand and the Square Leg Stone Frame were the cheapest articles of composing-room equipment to be had. They were the best because there was nothing else obtainable.

But now! think of using such furniture in an up-to-date office. Yet, thousands are still sold; we make them and they are sold to printers at close to cost, but it is the most expensive investment a printer can make.

These articles will cost the printer from $5.00 to $10.00 each at the start. Every Common Stand and Square Leg Stone Frame will cost him more than that *each year*—in waste of space, 50 to 100 per cent, in loss of composing-room labor, 25 to 50 per cent.

A modern Composing-room Cabinet will cost the printer from $75.00 to $90.00 net, but that's the end of it. Such a piece of furniture will not assess the printer each year several times the cost in loss of floor space and labor. On the other hand, it pays him dividends amounting to about 100 per cent of cost each year.

A printer will pay several hundred dollars for a press one man works at it. He pays the price because there is no press obtainable at $5.00 to $10.00 that will do the work. Yet he will pay $5.00 for a Common Stand and $10.00 for a Square Leg Stone Frame—each article accommodating two workmen, and the printer will congratulate himself that he is economizing.

There are thousands of printing-office proprietors who will tell the superintendent that the composing-room equipment is good enough. The superintendent usually knows better. These printers need a bomb to awaken them from their Rip Van Winkle sleep. Many of them will see the light a little later in the game.

Hundreds of composing-rooms have already been re-equipped. Each day sees a new convert to the idea of modernized composing-room furniture

If you are interested, fill out the attached coupon and send it to us, or to your dealer, ask for a copy of "Composing-room Economy," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing plants in the United States.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

OUR NEW CATALOG OF SPECIAL FURNITURE IS NOW READY

Megill's Patent Automatic Register Gauge

The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York

CUT LONGER

with less sharpening.

Royle Router Cutters Cut

Try Them

John Royle & Sons
Paterson, N. J., U. S. A.

Engravers' Machinery

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

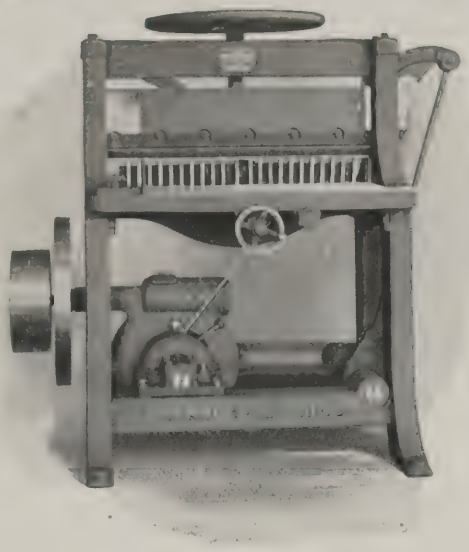
Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

C & P

The Latest in Cutters

BEING the latest, this Chandler & Price Power Paper Cutter has all the good qualities found in other cutters and a number of improvements exclusively its own. It is not so new, however, but that it has been amply tested and proven up to the standard set by The Chandler & Price Company.



THE CHANDLER & PRICE POWER PAPER CUTTER

The name of Chandler & Price on any machine is sufficient guarantee of superiority to most printers. This Power Paper Cutter is the outcome of years of experience in building the famous Chandler & Price Gordon Press and the C.&P. LEVER CUTTER, and is the last word in CUTTING MACHINES.

Write for Catalogue

The Chandler & Price Co.
Cleveland, Ohio

Ask about these Cutters

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE
PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer
CHAS. E. NEWTON, Vice-President — WM. S. BATE, Secretary

NEW YORK, 59 Beekman St. — CHICAGO, 357 Dearborn St.
SAN FRANCISCO, 653 Battery St. — SEATTLE, 411 Occidental Ave.

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

TESTED, CONVENIENT, ECONOMIC

Labor, Time and Money Savers

The Mustang Mailer and Utility Lead Cutter

UTILITY LEAD CUTTER

STRONG, SIMPLE, ACCURATE

A strong, serviceable cutter for cutting leads and light brass rule. Positively the best cheap lead cutter in the market. Sold through dealers everywhere.

Absolutely guaranteed by the manufacturers.

THE MUSTANG MAILER

FOR ADDRESSING PURPOSES

A machine printing directly upon the paper or the wrapper—no pasting necessary. Can be operated by a boy; prints from 1,500 to 2,500 addresses per hour. A convenient, light and indispensable device. **It saves you Time, Money, Labor.**

PAVYER PTG. MACHINE WORKS

600-602-604 S. B'way, ST. LOUIS, MO.

THE THINGS WE DO

DRAWINGS of any description, and for every purpose, in PEN AND INK OR WASH. for LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR 'AD. DESIGNS.

MECHANICAL DRAWINGS FROM BLUE PRINTS OR PENCIL SKETCHES. BIRDS-EYE VIEWS. RETOUCHING PHOTOGRAPHS.

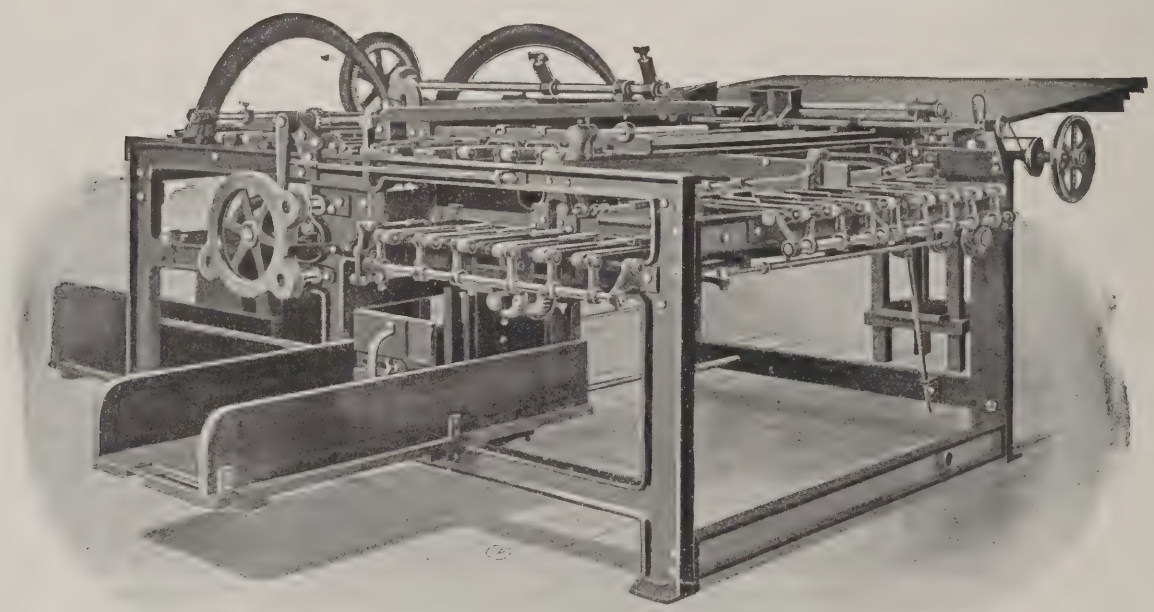
HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS. WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.

167 ADAMS STREET, CHICAGO.

When You Buy Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

30

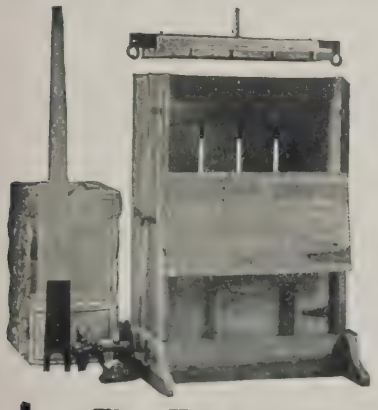
Boston Wire Stitchers

out of a lot of 100, recently advertised, are in a fair way to be sold to users of wire stitchers who find this a good time of year to *investigate* the "Boston," learn of its exclusive single adjustment, superior quality work, and assurance of quick delivery! Address nearest salesroom of

American Type Founders Co.

General Selling Agent

Waste Paper Pays!



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satisfactorily fills every requirement. Can be easily operated by the average office boy. Bale weighing from 100 to 750 lbs., according to size of press, completed in single operation. No difficulty in removing or tying bale. Press occupies less floor space than any other baler. Performs even better service than higher-priced presses. Substantially built and will last indefinitely. Made in five sizes, $40, $50, $65, $75 and $85. Send for descriptive circular.

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The

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THE SIMPLEST AND BEST SCHEME KNOWN FOR MOUNTING PLATES

One of the Multitude of Sizes

Size of Page—25 x 55 Ems.

You can make up **eight pages** like this in **five minutes!**

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With a single set, costing only $55, you can make up eight pages into about **160 different sizes,** ranging from 17 x 25 up to and including 35 x 51 ems pica, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of two picas in either width or length, or both width and length.

BIG SAVING IN MAKE-READY, TOO!

The Hooks are extremely rapid, strongly made and simple in construction. The body is cast iron, the working parts steel. The jaw has a movement of five picas.

The Catches are made of brass and can not possibly work up on the press.

Bases of Iron. Point system—of course.

One Font Rouse Universal Blocks in Case (Cover removed)

Price, per set, including steel rachet and dust-proof Case that fits a printer's stand, only **$55.**

Don't waste any more time with out-of-date methods. Order at least one set to-day—**now.**

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Also regular 4s, 8s and 16s book folds from sheets 19 x 25 down to where the last fold is not less than 2½ x 3 inches.

Makes Accordion—and a number of other—folds that cannot be made on any other folder.

INSTALLED ON THIRTY DAYS' TRIAL. On an unconditional guarantee of absolute satisfaction

WRITE FOR A COMPLETE SET OF SAMPLE FOLDS

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NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-nine | Chicago, May, 1911 | Number Five

Detroit, Yesterday and Today

BY MILTON CARMICHAEL.

DURING your leisure hours while in Detroit, ye good editors, attending the annual meeting of the National Editorial Association, looking around at some of the noted beauty and commercial spots of this, the ninth city of the United States, please remember that it is more than two centuries old. Considering that the population increased 53 per cent during the past decade, at present being just short of the half million mark, a great many people doubt the venerable age of Detroit.

1701, that this little band landed on the banks of the Detroit River and started to clear away the forests. They first built a stockade, called Fort Pontchartrain, some log houses, and started to clear away the lands.

Cadillac, in writing home in regard to his new colony, had this to say: "The woods are full of game; the forest trees as straight as arrows and of prodigious size. Above them the courageous eagle soars looking fixedly at the sun. The swans in the river are so numerous that one might take them for lillies in the reeds in which they crowd and the fish are none the less delicious for their abundance."

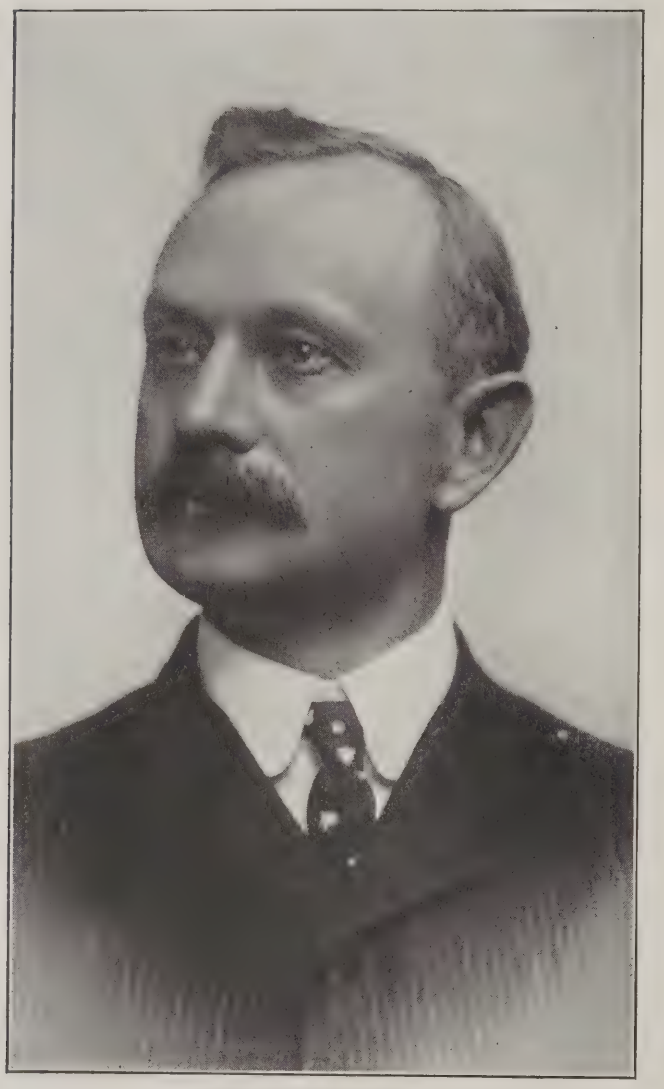
View of Business Center of Detroit, Showing City Hall and Majestic Building

To go back a little it might be mentioned that Antonion de la Motte Cadillac was the first white man to break the silence of the forests hereabouts—that is on the site where Detroit now stands. He came with a band of fifty traders, fifty soldiers, a priest missionary to the Indians and a grant from the King of France for about fifteen thousand acres of ground. This was the beginning of what now is Detroit. It was on July 24,

Not a word about automobiles, stoves, drugs or the thousand and one products that are today making this modern metropolis noted all over the world. Never a mention of parks and boulevards, modern newspapers or commercial activities. Freight rates, reciprocity and the tariff were all overlooked. Mr. Cadillac did not have any advertising solocitors, just hunters, fighters, farmers and fishermen, one spiritual advisor—but he

started what you will all see during your July convention.

From the first, Detroit held an important place in the commercial and political affairs of the new continent and is one of the few American cities that has been under three flags—two of them twice. The French flag waved until 1760, when the English became masters, and with the defeat of Tecumseh at the battle of the Thames they were firmly established and remained until 1796 when General Wayne conquered the region for the new American republic. It again passed under



Hon. William B. Thompson, Mayor of Detroit

control of the English in 1813, but the occupancy was very short, as the victory of Commodore Perry on Lake Erie gave the whole Northwest territory to the United States.

But modern Detroit, the "City of To-Day," is what will mostly interest the members of the National Editorial Association during their coming meeting in Detroit, and in this connection it might be mentioned that half a million people come here every year to attend conventions or enjoy the beauties of this modern American city and many go away so well pleased that they return home just to wind up business affairs and then come back to stay for all time.

The excellent railroad shipping facilities, water transportation and other features appeal to manufacturers; also low taxes, excellent fire and police protection. Then the artisan laborer and mechanic, the industrial brain and muscle, is appealed to by the fine home districts, schools and churches, parks, playgrounds and numerous recreation points, which originated our popular slogan—In Detroit Life is Worth Living.

Detroit has an area of 41 square miles; about 700 miles of improved streets and 200 miles of sewers;

Central High School, Detroit

owns both its water works system and electric light plant with a total valuation of eleven million dollars. There are twenty-nine public parks on which the city expends more than half a million dollars annually for maintenance and furnishing pleasures for the people. One hundred modern public school buildings are the training places for the young, while there are a great many private educational institutions.

While statistics as a rule are dry reading, a few facts regarding the development and general business prosperity of our city will make good reading.

Court House, Detroit

The following table illustrates in a striking manner the fact that in other things, as well as in population, Detroit has been growing in the last decade:

	1900	1910	Per cent of Increase
Area in square miles	29	41.44	43
Number of families	60,524	101,242	67
Population	285,704	465,766	63
Federal—			
Exports	$17,669,535	$36,935,151	108
Imports	2,794,909	7,099,578	165
Postoffice Receipts	793,978	1,884,033	137
Internal Revenue Receipts..	3,874,437	5,361,999	29

Banking—			
Capital and surplus	$9,815,100	$18,410,000	88
Savings deposits	34,313,762	57,320,686	67
Total deposits	69,554,414	134,682,958	93
Clearings	427,800,392	767,738,122	80
Manufacturers—			
New companies incorporated.	56	207	252
Capital of same	1,614,500	7,176,990	345
Old companies increased Capital	1,156,000	16,328,500	1,312
Building Construction—			
Number of permits	1,964	4,400	124
Estimated cost	$4,142,400	$14,301,450	245
Municipal Finances—			
City Assessment	$244,371,550	$377,335,980	54
City Tax Levy	3,662,877	6,837,638	90
Net City Debt	3,464,190	6,731,922	94

The other figures are those for the calendar years 1900 and 1909. But to show that Detroit is keeping up its pace the following comparisons on a few items of the business done in the first six months of 1009 and 1910 is appended.

	6 mos. 1909.	6 mos. 1910	Per cent of Increase
Exports	$18,497,818	$19,733,948	6.6
Imports	3,380,102	3,798,770	12.4
Postoffice Receipts	930,796	1,039,369	11.6
Internal Revenue Receipts..	3,006,108	3,660,175	21.7
Bank Clearings	351,979,948	449,053,421	27.6
Building Construction—			
Number of Permits	2,002	2,514	25.5
Estimated Cost	6,584,250	7,617,920	15.7
Manufacturing buildings....	70	150	114.3
Cost	680,855	2,134,570	213.5
Manufacturing—			
New Corporations	94	141	50.
Capital	2,946,980	6,105,786	176.
Old Companies increased capital	2,086,500	6,250.000	200.

FACTS ABOUT DETROIT.

Assessed valuation of city, $397,335,890.

Value of property owned by city, $32,730,363.

City tax rate, 1910, $18,377.24.

Streets, 700 miles, of which 370 are paved.

Sewers, public, 195 miles; lateral, 450 miles.

Area of parks, 955 acres; last year appropriation for maintenance. $195,000.

Boulevards, 14.75 miles, covering 243 acres; appropriation for maintenance, $71,000.

Appropriation for care of trees in city streets, $8,000.

Water assessment rate for one family, $3.20 per year.

Water meter rates, $1.75 for first 30,000 gallons and 3 cents per thousand for all over that.

Gas, 80 cents per thousand feet if promptly paid.

Telephone rates, one party: business, $5.00 and $6.00 per month; one party residence, $2.50 and $3.50 per month.

All visitors to Detroit want to know a little something about the automobile industry, and to understand its extent it may be stated as a fact that approximately three out of every five cars manufactured in the United States hails from this city. Here are a few figures, and while they look big they are absolutely true:

Present capital	$36,425,000
Men employed, 1909	16,050
Men employed, 1910	27,200
Cars built, 1909	44,900
Cars built, 1910	114,120
Value of product, 1910	$134,587,750

But do not think for a minute, dear readers, that autos are the only output in this modern industrial city. Here are a few more reminders:

Detroit has the largest rubber works in the world, the largest malleable iron plant also; the largest sheet copper mill; largest cigar factory; largest adding machine factory, and is one of the great car building centers of the country.

Detroit leads the world in the manufacture of stoves; produces one-third of the entire drug supply of the United States; is the third city of the country in the manufacture of perfumes and makes one-half of the capsules of the world. All of which is going some.

Then think again. Detroit has the largest seed house in the world; leads in the manufacture of salt and soda products; is the foremost in the brass and copper industry; is a very large wholesale and jobbing center as well as manufacturing point.

These few paragraphs will give the coming editorial

Detroit Post Office

visitors some idea as to the commercial importance of the City of the Straits.

Every visitor must see the Detroit River, for it is as important to the city itself as clothes to the modern human being. A larger freight tonnage passes the port of Detroit than any other place in the world. During the season of navigation, which is about eight months of the year, there is an average of a boat every eight minutes going either up or down the river. The excellent water shipping facilities gives Detroit manufacturers cheap freight rates and is one of the business attractions to the city.

Then the people do love to ride on the beautiful Detroit river. Here is the evidence. During the season of 1910, according to the government reports, more than nine million people left the port of Detroit on our great fleet of modern passenger steamers, which was more than thrice as many as all of the other great lakes ports combined, a wonderful testimonial as to the popularity of the water routes hereabouts. With the finest fleet of passenger and excursion steamers on fresh waters in the world, a hundred fine resorts and pleasure points within easy distance, as well as the lines going to every port from Buffalo to Duluth, is the reason for this vast water travel.

On the north is The Flats, that Venice of America known all over the world, and to the south Put-in-Bay, one of the most historic spots of the continent.

Then there is something besides the water resorts. Nine interurban lines reach in as many directions. They touch the hundreds of inland lakes, all beauty spots; run along the shores of the lakes and rivers and run the water lines a close first with pleasure-seekers.

That noted Mt. Clemens, where people come from every country on the globe seeking health, is reached by two trolley lines.

In the city proper is one of the best and most modern street railway systems of the world, and via the various lines all of the leading parks and points of general interest can be reached.

Waterworks Park, Detroit

Now Detroit stands up some when it comes to newspapers. Some old, some older, but all modern, clean and enterprising. *The Free Press,* or rather the *Detroit Free Press,* was nationally known before most of the newspaper men of today were born. More than three-quarters of a century ago its presses started in the great work of moulding public opinion. It is still here; enterprising and aggressive as ever. The *News*—founded by James E. Scripps—ranks away up in the list of American newspapers. The *Journal,* for a quarter of a century popular and progressive, and the *Times,* always going forward with its vigorous policy, are other Detroit papers favorably known today. Then the *Abend Post,* the noted German paper of Detroit for so many decades, is still in the land of the living.

Summer Scene on Belle Isle, Detroit

Do you want to take a trip abroad? Hundreds of convention visitors come to Detroit that have never been outside of the United States. Here it is easy. Go to the foot of Woodward Avenue, take a steamer sailing south and in just six minutes you are in the land ruled over by King George.

The newspaper people of Detroit will take special pains to help make the N. E. A. meeting here in July a success. The Fourth Estaters will find the right kind of brotherly welcome.

Just a word about the local entertainment. There

will be one afternon devoted to automobile riding around Detroit and another to a trip in a special boat up and down the Detroit river. When the Editors leave Detroit, they will know that they have been entertained. A very descriptive story of these trips will be given in the June issue of the JOURNALIST.

IN DETROIT

By Edgar A. Guest, Poet Laureate of Detroit

In Detroit, Life's Worth Living,
Every day;
In Detroit, we are giving,
Joys away.
In Detroit, it is true,
That our skies are always blue,
There's a smile for me and you,
Blithe and gay.

In Detroit life is cheerful,
All the while.
For our people soothe the tearful,
With a smile.
We've a helping hand to lend,

Y. M. C. A. Building, Detroit

To a stranger, foe or friend,
And our resting time we spend,
On Belle Isle.

In Detroit, we have pleasures
By the score;
And the rarest of our treasures,
Yes, and more,
Is our river, Oh! so bright,
Cool and restful, day and night,
Source of infinite delight,
O'er and o'er.

In Detroit, life's worth living,
Every day;
Folks are gentle and forgiving,
If you stray,
In Detroit may I be,
When God's angel beckons me,
O'er the silent, unknown sea.

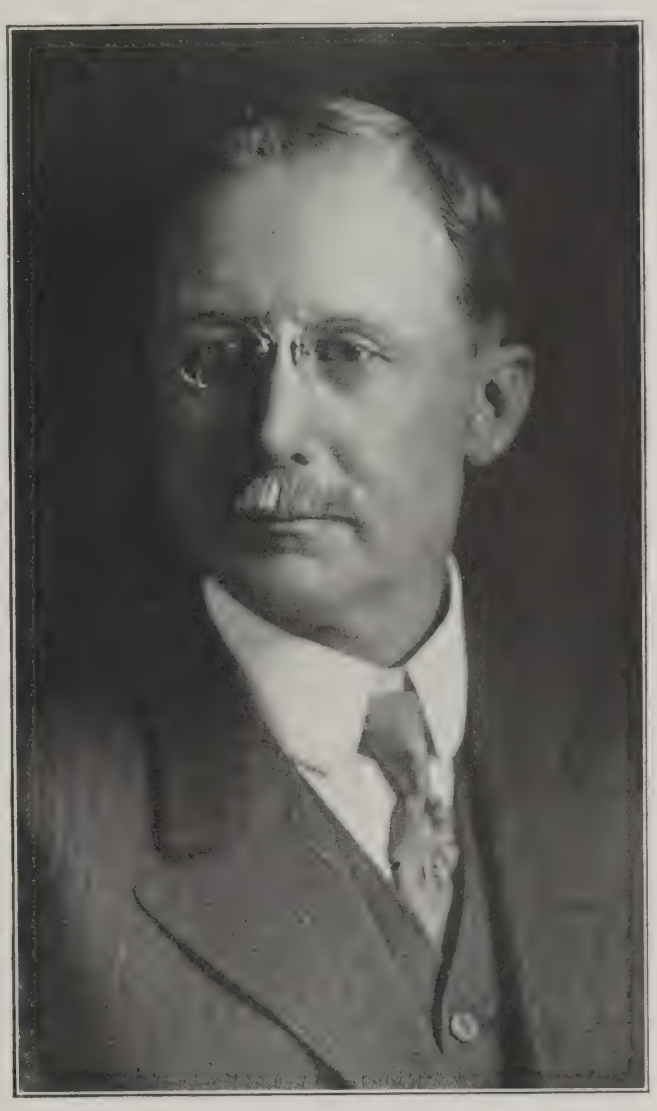
Detroit Board of Commerce

What is the Detroit Board of Commerce?

This is the question so often asked and less often answered correctly, indeed its workings are so extensive that it is difficult indeed to sum it up into an answer of a few words that is at all satisfactory.

About the best answer made to the question in many years was given recently by Secretary Lucius E. Wilson, when he said:

"The Detroit Board of Commerce is an organization of business and professional men, banded together



Mr. Milton H. McRae, President Detroit Board of Commerce

for the promotion of civic and industrial advancement of the city."

While this explains in a nutshell just what the Board of Commerce is, it comes far from telling the work it has accomplished and more that it still hopes to do. The Detroit organization is now in its ninth year, being organized June 30, 1903, with M. J. Murphy as its first president and J. L. Hudson, C. F. Bielman, James Inglis, Lem W. Bowen, George T. Moody, E. A. Sumner and E. A. Larned following for a year each in

order named and Milton A. McRae, the present holder of he office.

President McRae is eminenlty qualified for the work, his experience in municipal affairs cannot be characterized as country-wide for they have been world-wide in scope. During his long and distinguished career as a journalist he has made an exhaustive study of civic affairs here and abroad.

He is a native of Detroit and it was in this city he laid the foundation for his success; but twenty-nine years ago business exigencies necessitated his removal to other fields of activity. None of his adopted homes ever supplanted Detroit in his affections, however, and it was always his avowed intention to return to Detroit.

Mr. Lucius E. Wilson, Secretary Detroit Board of Commerce

This desire became a reality about four years ago.

An interesting coincidence is that Mr. McRae, then at the head of the *Daily Post* of Cincinnati, was in 1886, head of the reception committee that welcomed the delegates to the Second Annual Convention, held in that city, so this will be a silver anniversary to him in the performance of a similar duty, for the Twenty-sixth Annual Convention of the National Editorial Association.

Since his return Mr. McRae has been aggressively identified with nearly every movement for Detroit's advancement. His love for Detroit, his charactertsiic enthusiasm, and his vast experience assure an administration which will be productive of great good for Detroit.

He has associated with him as directors some of the hardest working members of the board in G. V. Pope as First Vice-President; Bernard Ginsburg, Second Vice-President; Julius H. Haass, Treasurer; Edwin S. George, Arthur L. Holmes, W. W. Hannan, Luman W. Goodenough, I. B. Unger, E. H. Doyle and Hugh Chalmers.

The working staff of the office is in charge of Lucius E. Wilson, as secretary, undoubtedly one of the greatest leaders in civic development in the world, his record proving this. John D. Biggers is assistant secretary, William B. Wreford, municipal secretary and publicity agent; Charles A. Simon, industrial commissioner; Robert H. Day, transportation manager with John Graham as his assistant. These with an able corps of five stenographers are kept busy advancing Detroit's welfare.

The Detroit Board is one of the four largest and greatest civic organizations in the country, and in a recent membership campaign of only five days duration added 1,045 members to its roster, which now total a trifle over 2,500 all of whom realize that it is the board's plan to centralize the general activity of the city and to bring the smaller business men in touch with one another and the larger ones.

Among the things the Board endeavors to do is to offer the manufacturer, the investor and the home-seeker advantages that will make them see advisability of locating in Detroit.

Keep the city in a clean path, make it attractive, add to its world-wide beauty, advance public pride in all things in general, aid city officials in their work of handling the many problems that are forever arising in a great and growing city, are among its objects.

Among its many other purposes is to give Detroit of 1911 the vision that will prepare it for 1920. It will be a better city as well as a larger city, the prediction being that its population will number 815,000 souls and it is to this number that the Board of Commerce hopes to bring it by its efforts and at the same time watch over things in general to see that Detroit's pride in city affairs, manufacturing interests, buildings, and its public parks, streets, and general cleanliness and labor conditions keep pace with the stride set by the untiring efforts of the Detroit Board of Commerce.

The Detroit Convention and Tourist Bureau

There is one commercial organization in Detroit of a very unique character and the exact like of which is unknown in any other city of the American Continent.

The Detroit Convention and Tourists' Bureau is maintained by business men, for the sole purpose of bringing strangers to Detroit. As its name implies, it seeks the convention-goer and tourist. The patriotic resident of many a city wonders why Detroit is so popular in a convention way. The answer is very easily found when the system is stuudied.

In 1910, there was entertained in Detroit 182 National and State organizations, they created a new business of seven million dollars. The visitors were not only pleased, but the Detroit merchants and business men were equally gratified.

Half a million people visit this city every year, just to enjoy themselves. Residenters make a specialty of giving these guests as enjoyable a time as possible.

The Detroit Convention and Tourists' Bureau is conducted by a Board of Managers, composed of Chas. H. Clements, Chairman; Henry Blackwell, Robert B. Tannahill, John J. Barlum, August Goebel, Jr., John F. Keys, Geo. H. Woolley.

The directing and executive work is in charge of Milton Carmichael, who was originally from the news-

Mr. Chas. H. Clements, President Detroit Convention and Tourist Bureau

paper fold. Most of the past fifteen years he has devoted to the city publicity matters, and will be in personal charge of the River Excursion during the meeting of the N. E. A. in Detroit in July.

The South Bend Tribune has added another Linotype and now has a battery of eight machines, and has also installed a new press in the mechanical equipment of its job department. R. B. Breckenridge, who sometime ago was connected with a Cleveland newspaper, has been made superintendent of the department. A Real Estate & Home Builder's Edition of the Tribune was issued April 6th and was probably the largest edition of that character ever issued in Indiana. Its prime object was to increase interest in real estate in South Bend and immediate vicinity. The edition consisted of a very large amount of statistical and other information about South Bend, as well as advertisements of leading real estate dealers and others.

Hotel Pontchartrain, Detroit

Headquarters of the Twenty-Sixth Annual Convention of the National Editorial Association of the United States.

JULY 18TH, 19TH AND 20TH, 1911.

NO other place in the city, more appropriately, conveniently and centrally located for the Convention of Editors, than is the great modern, historically named Hotel Pontchartrain, could have been chosen. It stands to the city, in these regards, and as to a place for conventions, as Detroit stands to the nation.

On the 21st day of July, 1701, twenty-five birch canoes that had been sent out from Quebec by Count de Pontchartrain, were drawn up on the banks of the beautiful river, where now stands the city of Detroit. It was the landing of the intrepid Cadillac and his French citizens, voyageurs, farmers and Indians. These early pioneers, coming there to reclaim the wilderness, were inspired and directed by the zeal and piety of their leader, and the fruitage from the early colonization, which the editors will witness, enjoy and celebrate on the two hundred and tenth anniversary, would have been a miracle in any other land than America or in any other age than the present. Within an arrow's flight of where Cadillac landed, is a great public square commemorating his name, and on that square, as shown in our illustration, stands the stately monument to Cadillac's princely benefactor, in the Hotel Pontchartrain. The street car lines from every steamboat dock and railroad station pass the door and two hundred feet away is Griswold Street, the thoroughfare, traversed by nearly every interurban line entering and leaving Detroit.

It stands upon the brow of a hill rising from the banks of the Detroit River. From all stories above the fifth the whole river lies in gorgeous panorama from the waters of Lake St. Clair above, sweeping down by towns and islands to the mouth of Lake Erie. It has all the breezes of a sumptuously appointed summer resort in the heart of a great metropolis.

Through lofty stone portals one enters either from Cadillac Square or Woodward Avenue at once into the main lobby of the Hotel Pontchartrain. The first impression is one of harmonious refinement and subdued elegance in the decorations. The pillars, wainscoating and grand stairway leading to the second floor, are of Italian veined statuary marble. The decorations by Tiffany are modest but tasteful and elegant. The Woodward Avenue side of this grand lobby is designed as a public parlor, and at the other, the north side, is the general office, the huge desk of which is all flawless marble. The extreme eastern end of the lobby communicates with the ladies' restaurant. In mulberry and gold this is daintily finished. Adjoining this is the main restaurant and cafe, a great vaulted room, ceilings of old oak and walls conveying the illusion of stone ages-old. Tiffany glass admits daylight through lofty windows, while flower-like chandeliers in the evenings bathe this great room in subdued red and yellow tones. The whole effect is that of a great dining-room in some old feudal castle, the frescoed gables and heraldic arms of Count de Pontchartrain sustaining this quaint impression.

The entrance to this restaurant is really the "Flamingo Room." This is finished in beautiful Circassian walnut. Its name and character are found in the huge waterscape, encased in and arched with Circassian walnut, in which gorgeous flamingoes are flying across a golden sky. The furniture of this room is massive, the hues and lights subdued, and specially designed chandeliers decorate the walls and lofty ceiling.

In the buffet the general scheme of elegant and harmonious decoration is maintained. Unquestionably there is in the country no buffet like the Pontchartrain's. Everywhere is the very darkest mahogany.

There is no court. Every room is furnished in mahogany with which the carpets, the walls, the draperies all blend in exquisite harmony. Each room has its telephone, connecting both with the office and the city and long distance lines. Double doors enclose the elevators and render them noise-proof. On the second floor there are private dining-rooms, private parlors and suites of luxurious apartments so exquisite and complete as to be unsurpassed even in the great hostelries of New York.

The prime consideration in the construction of the Hotel Pontchartrain was to make it absolutely fire-

Hotel Pontchartrain, Headquarters for the N. E. A. Convention

SOME OF THE LEADING FEATURES OF THE HOTEL ARE:

Located in the heart of the city; has 440 rooms; convention hall that will seat 750, not including gallery; banquet room with accommodiations for 500 guests; ball room 50 x 90 feet; auxiliary hall to care for 200 people; annex thereto where 125 can be seated; lounging and retiring rooms on same floor; makes a speciality of caring for conventions and all kinds of general meetings; rates always the same.

All but sixty of the rooms have communicating with them their own private baths, and some are equipped with shower baths. Each has a distinct decorative scheme of its very own. Every room has the outside light and view.

proof. This was done inch by inch, stone by stone. It required two years for construction. One could build a bonfire in any apartment and it could be completely isolated. There is no boiler nor furnace whatever in the building. Light, power and heat are all brought into the Hotel Pontchartrain from plants blocks away, thus, completely eliminating all coal dirt and dust from ashes and also the great and almost insurmountable nuisance so often present in hotels of vibration from machinery and danger also from bursting flues and exploding boilers. From all this the Hotel Pontchartrain is entirely free.

The whole decorative scheme is a symmetrical, comprehensive, well-conceived design. This, in a large

measure, explains the atmosphere of esthetic harmony and perfect taste found in the building, from the very roof to the lowest floor, forty feet below ground. The art and the ripest scientific achievement of the Ameri-

Convention Hall, Hotel Pontchartrain

can continent have been called upon to materialize *the great hotel* and they have responded lavishly.

An illustration is given of the Convention Hall, that seats seven hundred and fifty, which shows only in part its beauty and size. The view is taken from the front of the stage and lacks, necessarily, in perspective.

DETROIT PAPERS TELL OF THE COMING CONNVENTION TO THAT CITY.

M. A. McRAE MAY AGAIN GREET THEM.

Welcomed National Editorial Association to Cincinnati 25 Years Ago—May Do So Here.

(Free Press, Detroit, April 12)

Milton A. McRae, then active in the publication of the Cincinnati Post, was chairman of the committee that welcomed the Natonal Editorial Association to Cincinnat 25 years ago. Now, as president of the Board of Commerce, he probably will have much to do with receiving and entertaining the association when they meet here July 18th.

This coincidence was recalled last evening by B. B. Herbert, founder of the association, who is at the Hotel Pontchartrain to note arrangements for this year's meeting. Mr. Herbert added that the Cincinnatians under the leadership of Mr. McRea, gave them a fine time, and the few of the old guard still in harness will look forward to a renewal of acquaintance with much anticipation.

The association held its 1889 meeting here and will return in July next. On that occasion Mr. Herbert wrote an article about the city that appeared in the National Journalist. Among the illustrations are half tones of the front page of The Free Press and other daily papers then printed here.

The National Editorial Association is made up of delegates from state associations, which number 64. It is expected that 400 will be here, representing all classes of newspapers. The session will last four days and there will be trips to points of interest in the city and to the Flats and probably an excursion to Montreal after it is over. J. P. Baumgartner, Santa Ana, is president of the organization.

EDITORS COMING.

National Association Will Meet Here in July.

(Detroit News, April 11)

Detroit is to entertain the National Editorial Association of the United States for several days, beginning July 17. Ths body is composed of the many state eidtorial associations throughout the country, composed mainly of paper owners and publishers.

The association met in Detroit in 1889, and since that time its reunion spots have been scattered from sea to sea. It held its twenty-fifth anniversary last winter at New Orleans.

B. B. Herbert of the association, who comes from Chicago, is now in the city taking notes as to arrangements for the coming convention. Tomorrow he will confer with President McRae, of the Board of Commerce, and some of the municipal authorities. Mr. Herbert was the first president of the association.

The attendance is expected to reach the 400 mark this year, for each 25 state papers will have a delegate to represent them. The discussions will be on newspaper policies.

NATIONAL EDITORS AFTER 22 YEARS COME BACK TO ADMIRE DETROIT.

(Detroit Journal, April 12)

After a period of 22 years the National Editorial Association will again visit Detroit next July.

B. B. Herbert, founder of the association, who is now

in the city looking after arrangements for this year's meeting, recalls the very pleasant time the newspaper writers and owners spent in Detroit nearly a quarter of a century ago.

John Pridgeon, Jr., then mayor, welcomed the journalists, and Col. Fred E. Farnsworth, secretary of the citizens' committee, looked after the general comfort of the visitors. Senator Thomas Palmer was minister to Spain at that time, and he sent a congratulatory cablegram to the officers of the association.

The descriptive sketch of the editors' visit in Detroit, which appeared at that time in the National Journalist, the official organ of the association, told at great length of Detroit's many advantages as a convention city—and that was 22 years ago.

The association will meet here July 18 for a four days' session. At a recent meeting in Chicago, Detroit was selected over 11 other cities as the place for the 1911 convention.

J. P. Baumgartner, of California, is president of the association.

The national organization is a delegated body made of one from every 25 members in the state organizations. Sixty-four state organizations are represented. About 400 journalists are expected to attend the convention here. They will visit the many interesting points in and around Detroit.

Last year the Association celebrated its silver anniversary in New Orleans.

At the convention here Milton A. McRae, President of the Board of Commerce, probably will make the welcoming address; and if he does, he will have performed the office twice, in different cities, and with an interval of 25 years between the two occasions.

He was chairman of the committee that welcomed the Association to Cincinnati in 1886, at which time he was actively engaged in Cincinnati newspaper publication.

WILL ENTERTAIN EDITORS.

PROGRAM ARRANGED FOR THEM INCLUDES RIDE TO LAKE ERIE.

(Detroit Free Press, April 14.)

Members of the National Editorial Association on the occasion of their 1911 gathering in Detroit this summer will be treated to a program which will be interesting from their arrival.

L. A. Sherman, of Port Huron, who is the Michigan member of the N. E. A. executive committee, has practically completed arrangements for the convention.

The meeting will open at 10 o'clock Tuesday, July 18, when it is expected that addresses of welcome will be delivered by Gov. Chase S. Osborn, Mayor W. B. Thompson, Detroit, and President Milton A. McRae, of the Board of Commerce, President Baumgartner of the Association, responding.

Among the entertainments provided for members of the Association during their stay in Detroit will be an automobile ride, with a visit to one or more of the great automobile factories, and a steamer trip to Lake Erie and return. The closing session will be on Thursday, July 20, and thereafter a trip will be taken down the St. Lawrence River to Quebec, perhaps by steamer to Port Huron, and from there to Kingston by the Grand Trunk Railway.

Headquarters of the Association during the convention will be at the Hotel Pontchartrain. The meetings will be held in the convention hall of that hotel.

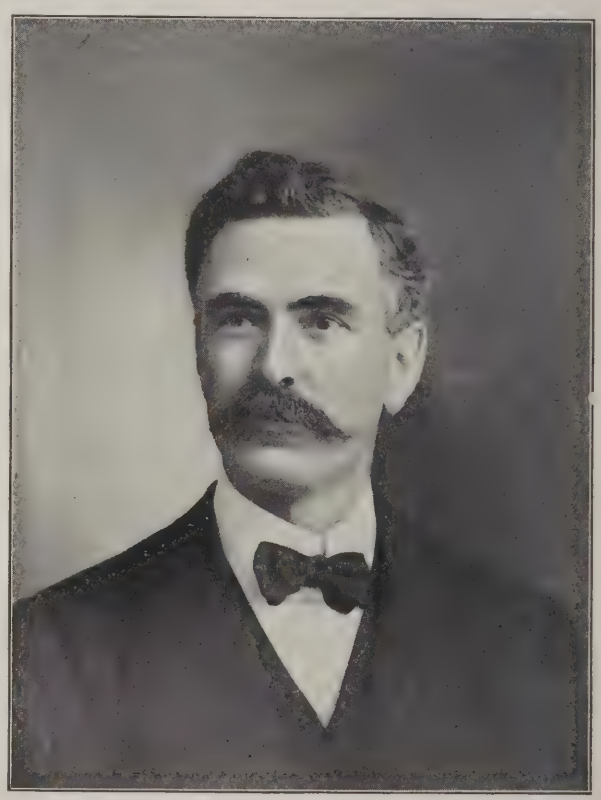
The National Editorial Association of the United States

PROMINENT MEN BEING SECURED FOR N. E. A. CONVENTION.

OFFICE OF THE PRESIDENT,
SANTA ANA, CAL., April 12, 1911.

Col. B. B. Herbert, 4618 Ravenswood Park, Chicago, Illinois.

DEAR FATHER HERBERT:—I am pleased to write you concerning the plans for the program at Detroit, and you may make such use of the information as you see fit. So far I have made but two definite engagements. One of these is with Mr. L. B. Palmer, Manager of the American Newspaper Publishers' Association, with headquarters in New York, for an address on "Free Publicity." This address will deal with the problems of how to handle the vast amount of copy that comes into every newspaper office from hundreds of sources, seeking to extol some enterprise or organization without paying for advertising space in which to do it. As



J. P. Baumgartner, President N. E A.

you know, some of this copy has real news value; some of it has interest and value on the ground that it deals with matters of social and economic importance; some of it might be acceptable as supplementing or leading to paid advertising; but most of it is merely a means of securing free advertising. Then there are various news and press agencies which offer free copy, or copy that is charged for at a merely nominal rate, in order that they may influence public opinion upon social, economic and industrial problems, which are being dealt with by current legislation. From what I have heard of Mr. Palmer's views upon the subject of "Free Publicity," I am confident he will greatly interest and instruct the Association.

The other speaker I have secured is the Hon. Mr. Justice Sutherland of the Canadian Supreme Court.

His subject has not yet been chosen. Of course it will be non-partisan and non-sectarian in its political and religious aspects. It has seemed to me peculiarly fitting, in view of the Canadian Reciprocity Treaty being under consideration and discussion, that we should have a speaker from Canada.

After consultation with a large number of the members of the N. E. A., I have decided to have at least one speaker of national reputation at each session of the convention, possibly two at one or two sessions. These speakers may or may not be newspaper men. In addition to the two mentioned above, we are hoping to have President Taft, Col. Roosevelt, Wm. J. Bryan, Champ Clark, Senator La Follette—at least several of these and several others of their class.

Another feature of the convention, according to the plans I have in mind, is an open parliament or question box, conducted for half an hour, or perhaps three-quarters of an hour, at the opening of each session.

The drag net is now spread for speakers and will be hauled in within the next ten days, and I will then write you concerning the catch.

With personal regards, I am,

Very truly yours,

J. P. Baumgartner.

Electricity to Succeed Use of Ink in Printing?

The printing machine of the future will be absolutely devoid of ink and all its requisite mechanism, says the *Technical World Magazine*. The mammoth press will have its dimensions cut down by one-fourth at least. Printing will be as clean a task as typewriting. Papers will be reeled off at far greater speeds, and the operation will cost less.

And how will it be done? What medium will supersede the ink?

The answer of the apparently impossible enigma is the electric current. The same remarkable energy as drives the intricate nests of wheels will be the means of causing the type to record its impression indelibly upon the paper in any desired color, and without the aid of any pigment whatever.

An English inventor has found a means whereby when one pole of electricity is connected to the type, and the other to the metallic bed or platen upon wihch the paper is laid during the moment when it comes into contact with the type, an electro-chemical action is precipitated whereby the impression is received.

Some twelve years ago the inventor in question was engaged in some electrical experiments in his laboratory. On the table he had spread out a sheet of tin upon which rested a piece of moist paper. An electrical battery stood by his side and the bare ends of the wires trailed over the moist paper. A certain electro-metallurgical action in connection with gold was the object of his quest. He dipped his hands into his pocket to select an English gold coin as a makeshift for the experiment in hand. One fell from his hand and to prevent it making a bee-line to the floor he sharply clapped his hand on it.

But it so happened that in so doing the coin was brought down upon the bare end of one of the wires on the paper, while the other wire was resting on the tin. When he picked up the fugitive coin he was surprised to find clearly reproduced upon the piece of paper the obverse impression of the coin in a clear browninsh black. It was just as if the coin had been inked and then pressed on the paper.

This unexpected development caused no little astonishment, and he carefully repeated the experiment with various coins, connecting one wire with the coin and pressing it firmly upon the paper, while the other wire was attached to the tin sheet. The result was always the same, no matter whether the coin was gold, silver or bronze.

The inventor fell to thinking hard. Why if coins could be printed in this manner should not ordinary type give its impression. There appeared no adverse reason, so he set to work to continue the investigation of the phenomenon upon which he had so inadvertently stumbled. He procured some bars of linotype and repeated the trials. The result was just the same. The imprint stood out clearly and distinctly. There was not the slightest imperfection in regard to any letter no blurring, and it did not matter whether the pressure was heavy or light, uniformly or unevenly distributed; so long as a clear contact was established the imprint was obtained. These experiments were extremely crude, for there was only a slab of zinc, instead of the original tin, laid on the bench to serve as a bed, upon which the moistened paper was laid, while physical effort served to supply the pressure. In these primitive trials, with two simple wires from a battery, however, he discovered one or two vital factors. Density of the impressions varied according to the strength of the current, while it was essential that the positive pole should be connected to the zinc and the negative to the type.

The first impressions with ordinary paper slightly moistened so as to improve conductivity, always produced a brownish imprint, so he at once set to work to devise ways and means of securing a jet black impression. This quest entailed dipping into exhaustive chemical experiments in relation to the action of the electrc current, and it was some time before he discovered what chemical it was necessary to add to the paper to bring about the desired result. Test after test was made, first with inexpensive and easily available, others very costly and more difficult to procure.

The search was at first very elusive, for he could not secure permanency, or, if such were gained, the paper in course of time blackened under the combined action of the chemical and the electric current. For ten years he has wrestled with the problem, and now complete success has attended his efforts, and it has been found that the most satisfactory results are secured with lead type and paper immersed in a solution containing a small proportion of one of the cheapest chemicals obtainable.

The type of press designed for use with this remarkable discovery is, in comparison with the ordinary apparatus, quaintly novel. Ink rollers are conspicuous by their absence, as are also the pigment ducts. It merely comprises large rollers, constituting the metallic platen sheathed with zinc well insulated, over which the paper travels, and to which the posotive electric wires are connected, while the type, in the form of a stereo, is bent round another roller, which is similarly insulated, and a suitable connection effected with the negatice wire. A few other rollers are necessary to guide and feed the paper both to and from the point of contact, and so son. But the most conspicuous feature is the absence of ink rolls, ducts and their pertaining mechanism.

When the discovery was first announced it was hailed with ill-concealed skepticism. It was considered to be a modification of a phonographic process, such as had been vainly attempted time after time, and that the impression was secured by actinic agency. When this was conclusively refuted by practical demonstration, which showed that the chemicals impregnated with paper were not influenced by astinicism, but were purely oxidized by the passage of the electric current at every point where the type was brought into contact with the paper, and then only superficially ,it was declared to be but a temporary impression, and one that would disappear by chemical reaction or by the efflux-ion of time.

The invetion, like many others, was premature, and the critics refused to realize that such an achievement was possessed of any commercial value. True, at that time it was somewhat primitive and its possibilites were limited. But the inventor was not a whit dismayed. He set quietly at work and has continued his investigations incessantly for several years past and has now achieved complete success—one in which every requirement is fully met and commercial practicability is assured.

To silence captious critics as to deficiency in durability, a large art booklet was printed ten years ago with the type in brown and the illustrations in blacsk by this means. Today the type is as clear and as free from the slightest sign of fading as if it had come red hot from the machine. Numerous objects were printed on various grades of paper, and the only signs of visible decay are those of the paper itself, such as would attend imprints under ordinary conditions at the same period and which are inseparable from wood pulp.—Findlay, Ohio, *Republican.*

The Hour Cost in Chicago

In speaking on this subject before a large attendance of printers, Mr. Wray, secretary of the Ben Franklin Club of Chicago, said:

The average hour cost in Chicago is fairly well known. It was $1.18 in 1910; since then wages are increasing and hours are decreasing, hence there has been an increase in cost approximating ten per cent. In other words, the average costs in Chicago composing-rooms run about $1.30 an hour.

In spite of this fact printers are selling composition at from 65 cents to $1.25 an hour. They are making up their estimates on these bases. Objectionable expedients are followed in order that the quotations and charges may appear low in the hourly rate.

It is time that the entire question should be settled for Chicago printers, and while on this job of straightening out a problem it is just as well to settle the matter right. To do this it is necessary first of all to decide whether the printers of Chicago desire to adopt a uniform cost rate—especially for composition—and what that rate shall be. The consideration of a uniform cost rate is permissible. It is in composition that we find the greatest evidence of guesswork and the greatest divergence in estimates and charges. Strange to say that while this is true, it is also true that the composition of a job is less liable to fluctuation than some other operations. While one man may be more speedy at the case than another and can thus accomplish greater results, a dozen compositors will average up about the same in any shop, especially when a great variety of composition is taken into account. A rapid job hand is apt to be slow on catalog work and vice versa and all around fast men are not only scarce, but becoming less numerous with the growth of certain conditions which tend to reduce the output per man rather than to increase this output.

All this—and much more might be said along this line—goes to show that there is an average rate for production in the composing-rooms of Chicago, and that it does not vary very materially in any shop whether wages be high or low, whether the days be long or short, whether men are unattached or attached to any labor organization, or whether the rents are oppressive or reasonable.

It is not necessary to go into items which make up the cost per hour; the cost committee of the Ben Franklin Club of Chicago has already done that; the American Printers Cost Commission has followed in its footsteps; the Southwest Cost Congress, the Pacific Coast Congress, and numerous Ben Franklin Clubs all over the country have gone into this matter fully, and proven to their satisfaction that the Ben Franklin Club of Chicago when it said that the average cost of composition was $1.18 was not far from the exact mark. Some twenty cities have built up reports of cost of composition, and with one exception all are over $1.00 per hour in the composing-room, and the average is about the same as Chicago costs for 1910, $1.18 per hour. The possibility of reducing this is very slim indeed; hence it should not be a difficult matter to get the printers of Chicago to recognize some specific hour rate as standard. The first question to decide is: Will the printers of Chicago adopt such a standard? The second question is: What shall that standard be? One step leads to the other. If the taking of these two steps towards advancement should be deemed impractical it may be pointed out that other cities have taken both these steps, and what others can do in the same line of uplift should be comparatively easy for Chicago to do. The taking of these steps is in line with common sense, with sanity and with good business reason. And further, the taking of these two steps forward means greater safety for the printing industry of Chicago.

These two questions are in the hands of Chicago printers. Shall we adopt a uniform standard cost rate? If so, what shall that uniform cost rate be?

A letter from Oklahoma City states that in two shops there, one twenty years old and the other about two years old, the hour cost of composition is $1.78 and $1.32 per hour, respectively. Many printers in Chicago state that their composition costs are all the way from $1.40 to $2.00; in Omaha one proprietor, who is an unusually successful printer, recognizes that his hour costs are $1.51. Many instances of this kind might be given, in all of which it can be shown that known high costs in a printing office does not mean failure by any means, but more often means success—*The Ben Franklin Monthly.*

Watson's Magazine has taken over the subscription list of the Taylor-Trotwood Magazine, which used to be published at Nashville, Tenn. The publishers of Watson's, the Jeffersonian Publishing Co., have moved their plant from Atlanta to Thomson, Ga., where buildings and warehouses have been erected and an up-to-date plant, electrically operated, has been installed. They have just bought from the Walter Scott Company a perfecting press, which will be installed this month. They will also put up a large stereotyping outfit and book bindery.

Journalism Week at the University of Missouri

BY JASPER C. HUTTO AND OSCAR E. RILEY OF THE SCHOOL OF JOURNALISM, UNIVERSITY OF MISSOURI.

JOURNALISM Week at the University of Missouri, Columbia, Missouri, April 17 to 21, gave more than 200 Missouri editors a chance to hear and meet personally some of the leaders in journalism in the United States. The editors from within the state discussed the phases of newspaper work in the city, the near-city and the country town.

Oswald Garrison Villard, editor of the New York *Evening Post*, spoke Monday night. The speakers Tuesday night were Charles H. Grasty, editor of the Baltimore *Sun*, and United States Senator Lafayette Young, editor of the Des Moines, Iowa *Capital*. On Wednesday night, the visiting editors, faculty and students of the School of Journalism were entertained at the home of E. W. Stephens. Thursday the problems of advertising were discussed by E. St. Elmo Lewis, President of the Association of National Advertising Managers, Detroit, Michigan. Thomas Balmer, Advertising manager, *Woman's World*, Chicago; and J. B. Dignam, of Hand, Knox and Co., Chicago. The week ended Friday night, April 21, with the talks by Shailer Mathews, editor of *The World Today*, Chicago, and Henry Wallace, editor of *Wallace's Farmer*, Des moines, Iowa.

Besides the evening program there were speeches and informal discussions in the mornings from 9 until 12 and in the afternoons from 2 until 4.

The School of Journalism was organized in 1908. In its first year 95 students took one or more courses in Journalism; in the second year, 116; and in its present, or third year, there are enrolled, in one or more courses, 156 students. Of students, regular and special, primarily in Journalism, there were in the first year of the School, 64; in the second year, 76; and, at this date in the present year, 101. Twenty states and two foreign countries are represented.

The School of Journalism is co-ordinate with the Schools of Law, Medicine, Education, Engineering and Agriculture. It offers one degree, Bachelor of Science in Journalism. Two years of college work are required for entrance, and the full course, leading to a degree, requires three years.

Journalism Week was opened on Monday with an address by J. R. Lowell, editor of the Moberly *Democrat* and president of the Missouri Press Association.

President Lowell spoke of the annual meeting of the Association in Cape Girardeau last June, and urged the members to go to the next meeting which will be held in Joplin this June. The members are to board the special train at St. Louis, Jefferson City, or Sedalia. Everyone on the train will take part in a vast "house-party on wheels." There will be an excursion through the beauty spots of the Ozarks and along the White River on Thursday and Friday of that week.

After the address of welcome delivered by W. S. St. Clair, Mayor of Columbia, and an informal discussion of the cost of the county weekly by Ovid Bell, editor of the Fulton *Gazette*, Jens K. Grondahl of the Red Wing, Minnesota, *Republican*, was introduced as the speaker of the afternoon.

Mr. Grondahl explained the Ben Franklin movement, and what it means to the country publisher. He showed the effect of introducing the system of the business world into the newspaper office. By applying the cost system, the printer can learn the exact cost to him of every job of work he turns out—and he is then in a position to determine what the price paid by his customers shall be. He can refuse to take the kinds of printing on which he loses money, and hence will make more money with less work.

The Tuesday sessions began with the speech of Charles H. Grasty, editor of the Baltimore *Sun*. At the university assembly Mr. Grasty told of his school days at the University of Missouri and of his later work on the Mexico *Intelligencer* (at $6 a week), General Bacon Montgomery's *Democrat* in Sedalia, and the Kansas City *Times*. Mr. Grasty was kept from graduating by two afflictions—he had the mumps but no money.

Following the talk of Mr. Grasty to the general audience of students, professors, townspeople and visitors in the University Auditorium, the meeting was held in Switzler Hall, home of the School of Journalism, located at the northwest corner of the quadrangle. The columns of the old University, celebrated in song, in poetry an in tradition, stand in the north center of the quad, not far from Switzler Hall.

Mrs. C. A. Bonfils (Winifred Black), of the Kansas City *Post*, held the closest attention of the students and visiting newspaper men with her discussion of the three

O. G. VILLARD
Editor N. Y. *Evening Post*

CHAS. S. GRASTY
Owner *Baltimore Sun*
And J. West Goodwin, who everybody knows

kinds of reporters, the dubs, the subs and the hubs. She said that the hubs were the good reporters because they were born to be, and because they work like beavers. Her paper was followed by one on "Journalism as a Career for Women," by Miss V. A. L. Jones of the St. Louis *Republic*. That the ambitious newspaper woman should beware of having thoughts of marriage lurking in the back of her head, was the interpretation that one of the students made of her talk.

C. L. Robert of the Holden *Progress* and Lewis Lamkin of the Lees Summit *Journal* discussed "The County Weekly—Its Cost."

"The County Weekly—Its News" was the theme of informal remarks made by H. F. Stapel of the Rock Port *Mail*, C. J. Blackburn of the *Blackburn Record*, and Charles L. Woods of the Rolla Herald.

After a discussion of "The County Weekly—Its Editorial," by W. T. Jenkins of the Platte City *Landmark*, the afternoon session was closed with an address by B. B. Herbert, editor of the NATIONAL PRINTER-

JOURNALIST, who was introduced as the dean of American Press Associations.

Casper S. Yost, editor of the St. Louis Sunday *Globe-Democrat,* opened the meeting on Wednesday with an address on "The Sunday Newspaper." He told of the search which the Sunday editor carries on throughout the world for features which will win the approval of feminine readers.

Following the address was an informal discussion on "The Near City Daily" and "The Daily in a Small Town," which was led by William Southern, Jr., of the *Jackson Examiner* of Independence. Others who discussed the subject briefly were: N. G. Rogers, *Republican-Tribune,* Trenton; F. C. Naeter,, *Republican,* Cape Girardeau; John G. Miller, *Democrat-News,* Marshall; J. J. Witt, *Republican,* Marshall; W. R. Painter, *Democrat,* Carrollton. Mr. Painter deplored the unreasoning suspicion which slanders the person who is honestly doing the best he can.

manding of the Hyde case by the Missouri Supreme Court.

In the afternoon, E. St. Elmo Lewis delivered an address on "The Ethics of the New Advertising." The advertising of today is founded on the basic principles of truth and honesty. Nowhere is the maxim that Honesty is the Best Policy," more strikingly proved true than in the success which has followed in the wake of the entrance of honesty into the field of advertising.

Mitchell White of the Mexico *Ledger* discussed the problem of the editor of the near-city daily. The more of the "individual-slant" that appears in the paper, the more popular it is. Little stories dealing with the ever-interesting subject of the perversities and humorous outcroppings of human nature help build up the circulation. It is also advisable to adopt the system of heads used on the metropolitan papers.

H. J. Blanton of the Paris *Appeal,* and President of the Northwest Missouri Press Association, was the first

Group of Officers and Members of Missouri Press Association, Students and Visitors—Journalism Week, University of Missouri, April 17-21, 1911.

The afternoon lecture was delivered by H. H. Herr, City Editor of the Kansas City *Post,* on "The News as the City Editor Sees It."

Thursday was Advertising Day. The program at the University Assembly at 10 a. m. consisted in messages from the business world to the college student delivered by E. St. Elmo Lewis, President of the Association of National Advertising Managers, Detroit, Michigan, and Thomas Balmer, Advertising Director of the *Woman's World,* Chicago. They discussed effiicency engineering in modern business, and pointed out the steadily increasing per cent of college graduates who are playing the business game.

George B. Longan, Jr., City Editor of the Kansas City *Star,* illustrated his talk on "The News from the City Editor's Viewpoint" by a detailed account of the methods of handling the extra which told of the re

speaker Friday morning. He disscussed "The Making of a County Newspaper." One of the visitors described it as the consideration of a broad subject by a tall man.

Mrs. H. J. Simmons of the Clarence *Courier* was the next. She had as her theme "Country Journalism as a Field for Women." Mrs. Simmons is an editor by accident. She ran the paper while her husband was helping make the laws at Jefferson City—and liked it so well that she is still the editor.

"Newspaper Policies" occupied the attention of W. J. Hill of the Hannibal *Courier-Post* and Walter Ridgway of the Kirksville *Express.* Mr. Hill said that the newspaper that suppresses or colors news or makes it biased is bound to lose. He added that fairness and honesty should be the bed rock on which the newspaper policy is founded. Mr. Ridgway urged that the

editor retain his independence of thought and written word, and that he refuse to be ordered about by the leaders in politics and business.

Bart B. Howard of the Joplin *Globe* recalled attention to the June meeting of the editors of Missouri in Joplin, and promised every one who would come "the time of his life."

The teachers of Journalism attending the National Conference were entertained at luncheon by the members of Kappa Tau Alpha, the honorary fraternity in the School of Journalism, and in turn entertained the visitors by impromptu addresses as the afternon program of the closing day.

"An owner who sells his opinions or submits to control of any kind is a menace to his profession," said Oswald Garrison Villard, editor of the New York *Evening Post,* in the opening evening address of Journalism Week. "The worst form of newspaper corruption that exists is the controlling in some cases of the editorial policy of the paper by the large advertisers." The subject of Mr. Villard's address was "The Duty of the Journalist."

"There are controlled journals," continued Mr. Villard. "Why deny it? The public is in possession of too many contradictory facts. But honest journals admit criticism and profit by it. They do not allow their editorials to be influenced by the advertiser.

"Of course an independent attitude on the part of a paper makes it hard work for the advertising manager. His employers demand results and when he seeks to obtain them he finds himself hemmed in by standards which often handicap him in the competition for business with rivals whose standards are not so high. It is hard to maintain rates rigidly if someone else spoils the advertiser by a rebate or a favor.

"One of the worst offenses of the press and one which makes for anything but civic welfare and proper social ideals is the exploitation of individuals through their misfortunes and misdeeds. I notice that in Europe there is greater license in the matter of printing disgusting details of crime, in looseness of caricature and jest and in portrayal by pen and pencil of the vices of the day.

"Things that appear in the Berlin and Paris papers could not possibly be printed in New York. But no where else except in America is there such exploitation of the private life of the individual. Let there be a family misfortune over which most persons would be only too glad to draw the mantle of charity and the sufferings of the unfortunate innocent persons affected by the wrong-doer are increased a thousand fold by being blazoned from every house-top.

"Defenders of the yellow press say they give the public what it wants and that they mirror life as it is. The gross falsity of this excuse for their sins appears when we consider that if accepted it would justify the publication of matter calling for the intervention of the police.

"When you lay down one cent or two cents or three cents for a paper, you vote for the kind of paper you pick up and you give it encouragement. It avails not to say, as many do, that they read the yellow paper because they must see what false doctrines they are teaching the public. Every time they pick up a low newspaper, they encourage it, and make the road harder for the journal of conscience.

"It is true that a public can get what it wants in the way of a newspaper, for it is wholly in the public's power to correct a journal's abuse. Advertisers and readers together can get exactly the kind of paper they want. Simply letting the managers know that their patronage will be withdrawn if certain things are not done will be sure to bring any paper into line provided the demands are founded on justice and morality.

Group of Visitors and Students, U. S. Senator Lafayette Young and B. B. Herbert in the foreground on the right.

"The *Evening Post* survived the long and costly boycott of its advertisers not merely because of its resources, but because the boycott was not founded on justice, but aimed at controlling the editorial policy of the paper. But it would be idle to deny that papers of the type of the *Evening Post* and the Boston *Transcript are* working on far too narrow a margin of circulation for their managers to be wholly at ease in view of the fact that the cost of a newspaper production has doubled in the last thirty years. This is due to the country's abominable tariff laws.

"The establishment of such a paper of protest as *Bryan's Commoner* and *La Follette's Weekly* is gratifying proof that there is not the slightest danger of this country becoming inert if the press should become wholly debased and entirely controlled by the materialistic spirit of the age.

"The surest way to preserve high standards in the press is to support those journalists who are endeavoring to do their duty in unfettered papers. These ought to be generously supported even when the editorial policy seems weak or hypercritical, because if it is shown that they are highly remunerative and that cleanliness is the best policy and accuracy and sincerity pay, there will be greater incentive to both editors and proprietors who believe in the moral responsibility of the press, to enter the profession.

"There could hardly be a more admirable definition of what a morally responsible paper ought to stand for than the editorial announcement of the *Evening Post* when first founded in 1801.

" 'The purpose of this paper is to diffuse among the people correct information on all interesting subjects and to inculcate just principles in religion, morals and politics.' "

That the newspaper man today works chiefly from a sense of public obligation and that he must have firm convictions of his own were the principles of journalism most strongly emphasized by Charles H. Grasty, editor of the Baltimore *Sun*. He spoke on the principles of journalism as he has observed them during thirty years in the work.

In popular thought, he said, an editor does what he pleases, while in reality his work is governed by the duty of gathering together all public opinion and presenting it to the readers. In doing this the journalist must give up all consideration of social, business and political friends.

"A newspaper is an institution," he said, "and no man is rich enough to own it as a chattel." '

Suppressing any news that is fit to print, Mr. Grasty termed the unforgivable crime of journalism. He did not, however, believe that news-suppressing influence bears as heavily on the editor today as was thought by Mr. Villard. He agreed with Mr. Villard that the big advertiser is the greatest trouble-maker for the newspapers. And he urged all the newspaper men present to give their advertisers only that space for which they paid, that is, to eliminate all free advertising.

"The last decade," he said, "has seen a great development of journalism as an enterprise. It is now due for a greater development in responsibility. Broader interests of humanity are daily claiming the attention of newspapers, but the demand for news goes on forever."

Lafayette Young, United States Senator from Iowa, and editor of the Des Moines *Capital*, spoke on "The Responsibility of the Journalist." He attacked the exploitation of the individual's private life and the "playing up" of a story because of the prominence of the relatives of the persons concerned.

Senator Young told of the early life in Iowa and the hardships of the early pioneers. He told about his early work as a printer and newspaper man from the time he started in the profession when he was 11 years old.

"The United States Senate is a great body. When you are on the floor of the Senate you feel the solemnity of your position and the responsibility of the nation's lawmaking. But great as this scene is, journalism offers greater scenes than the scene in any legislative body. I would rather be a journalist than a United States Senator."

In an informal talk to editors Tuesday afternoon, Senator Young made a comparison between the president of a bank and the editor in a small town. He spoke of the mental equipment, the service to the community, and the length of the working hours of the two men. Then he compared their annual incomes.

He also advocated the plan of paying cash for newspaper supplies, and of making the subscribers pay cash in advance for the paper. He thought that the minimum rate for a good country weekly should be $1.50 a year—in advance.

"Present Day Advertising" was discussed by Thomas Belmer, advertising director of the *Woman's World*, Chicago.

The advertising that succeeds in the future must be honest, was the keynote of his address. The day of so-called cleverness in advertising is passed, he asserted.

There are four requirements of a good advertisement, according to Mr. Balmer: Tell what the article is; tell what the article can do; tell where you can buy the article; tell what the article costs.

"The severe competition of advertising has worn out the hap-hazard methods of advertisers in choosing their mediums and preparing their copy," Mr. Balmer said. "It is absurd to choose mediums without a full knowledge of the what and where of the circulation of the paper."

Mr. Balmer believes that the advertiser who is to survive will be forced to have his business analyzed by an advertising expert, and that every advertising campaign must be planned more carefully in the future. He said thaat truth-telling and a clear understanding of human nature are two great assets of the successful advertiser.

E. St. Elmo Lewis of Detroit, Mich., president of the Association of National Advertising Managers, spoke on "The New Ethics of Advertising," offering the following as the cardinal principles of the organization he represents, and asking the co-operation of the editors and students in journalism in carrying out these principles.

"The honestly advertised and trade-marked goods, as advertised in reputable publications, are the safest goods for the purchasers to buy.

"We want your help to make that true by carrying on an educational campaign in your columns.

"We lay down the proposition that honestly advertised and trade-marked goods are prestige-making products for the retailer to handle and we are paying you a good many millions a year to make that true.

"We ask your editorial co-operation.

"We believe and maintain that no publisher has a right to take our money on the promise that we are buying entrance to reputable homes, where he has an influence with reputable people, and then put our ad-

vertisements in competition in his colmns with grafting and immoral advertising of any description.

"We mantain that we have a right to know exactly what we are buying, and that any publisher who is charging a fair rate for his circulation should make known exactly what he is giving, and that he should meet us halfway in any attempt to devise a method by which the honest publisher may get his dues and the dishonest publisher be given his proper label.

"We further maintain that we have a right to know that for the same service we are not paying any more than anybody else, and that the publisher has a right to be protected in getting the money that is due him."

Mr. Lewis divided society into four classes:

"The man who is honest because it is more comfortable for him to be honest deserves no particular credit.

"The man who is a crook because it is more comfortable to be a crook is a police proposition.

"The man who has worked out a scheme of life which makes him play a crooked game under the guise of righteousness is a hypocrite.

"The honest man who believes he has a duty to perform to the public as well as to himself, even if it costs in consideration and money."

These classes, Mr. Lewis asserted, have followers among advertisers and publishers and call for regulation.

"The law won't do anything," he said, "but the publisher can. We have had legislators hospitable to the idea of passing laws to regulate dishonest circulation methods. The law didn't do anything; but advertisers can. The law simply reflects the moral decisions of a people and there are moral crimes which society can reach only by public opinion making the offender a Pariah in its eyes. Therefore, the social conscience and business conscience are our chief concerns today."

Mr. Lewis declared that the people want news and true news, and they want the advice, suggestions and guidance of the brainiest editors; they want the editors to make money, but do good while they are making it; they want the same grade of truth in the advertising columns that should be in the reading columns; they can't take much stock in the editorial beatitudes, if the advertising manager is stealing the widow's mite through stock-grafting advertising, and they don't want "free readers."

Mr. Lewis took occasion to point out some of the most striking examples of honest advertising, naming such firms as John Wanamaker's, Lord and Taylor, Marshall Fields as pioneers in this field. Then he asks:

"Does it pay?"

In answer he said:

"From the standpoint of the advertiser himself, operating a legitimate business, there can be no doubt about honesty's paying—honesty not only in the mere letter of a statement, but in the spirit and the inevitable suggestion of the wording. As Marshall Field once said, 'Exaggeration leads to greater exaggeration in increasing progression.' Lying operates on the advertiser's and publisher's conscience. Do not let us befog ourselves with any cryptic philosophies. Do you want to believe that this world of ours wants to be a rotten, dirty, dishonest and a lying world of men and women?"

J. Broadway Dignam, an advertising expert connected with Hand, Knox and Company, attended Journalism Week. Thursday night of that week he spoke to the editors and students, giving them in burlesque his experiences as editor of a magazine.

As a practical advertiser, Mr. Dignam has put vigor and humor into his work; and these are the elements he sought to interest his hearers in.

"The Sunday Newspaper" was the subject of the address by Casper S. Yost, editor of the *Sunday Globe-Democrat* of St. Louis.

"Twenty-five years ago there was no such thing as a Sunday paper, as we now understand the term. There were Sunday editions of daily papers but they differed from the editions of the other days of the week only in a slight increase in the number of pages and a few columns more of special correspondence and miscellaneous reprint. Sixteen pages was a big paper and twenty-four pages was something to crow about. Today, the metropolitan Sunday newspaper that contains less than fifty pages is considered small, and all the leading Sunday papers have from 60 to 100 pages, divided into many sections, some of them printed in colors, and carrying as much advertising as the aggregate issues of several months two decades ago."

Following this short history, Mr. Yost gave the reasons for this remarkable development. Briefly these are: first, the discovery that advertising pays; second, the invention of mechanical helps, such as the linotype, improved presses, and the development of the photo-engraving processes; third, the invention of the fast color press, of the color attachment to the web press and the Ben Day process; and last, but by no means least, the discovery of woman as a newspaper reader.

"Routine news is the worst kind of news in the world," said George B. Longan, Jr., city editor of the Kansas City *Star*, who talked on "The News as the City Editor Sees It." "It is the little, human, personal touches that count. Get the features and 'bury' the routine news.

"But in getting the feature, be accurate and honest. These are the essential things, and they count for so much. It is easy for an afternoon newspaper to take the news over telephone, then let a man at the office supply the details. He often tells about the bystanders at an accident, when, as a matter of fact, there were no bystanders. This is wrong, false. It is not giving the public a 'square deal.' A reporter should by all means portray truthfully in his story the real atmosphere surrounding the thing he describes.

"A city editor's work is constructive. He must be a friend to humanity and work honestly for the upbuilding of society. He must know conditions and things and men, and he must strive always to help to better conditions, improve the order of things and uplift mankind. He should be guided always by the highest motives, never stooping to anything as a newspaper man that he would not do as a gentleman.

"I do not want a reporter to steal a photograph. If a man has a picture, but does not want it printed, to publish it would be to act unfairly toward that man And no newspaper should be without consideration for the feelings of others.

"A reporter should not be a detective. Instead he should be a friend, a friend of every man, woman and child. Too often he is regarded as a foe; but, by preaching the doctrine of truth, this will be changed. A reporter should befriend the people and not offend them.

"Be as honest as you can be, and at all times. It's the only right thing to do. This is a reporter's great obligation. The college graduates who go into jour-

nalism should apply always this doctrine of truth."

"An intelligent understanding of his right to look at news in his own way is that which makes one reporter more valuable than another," said H. H. Kerr, city editor of the Kansas City *Post,* who spoke on "The News as the City Editor Sees It."

"There may be some danger in this doctrine for the student in journalism," continued Mr. Herr, "but we are assuming that the 'cub' reporter is a person of average intelligence and from the first will recognize that opinion which is fortified in authority must take precedence. For those who would insist on forcing their opinions on the man in authority, we have many examples.

"In this age, advertising has become the primal source of revenue for the newspaper owner. The advertising rate is based solely upon circulation. Then that which produces and encourages subscribers must be accepted as the most vital ingredient of this complex product known as the daily paper.

"It is most interesting to note how this vital ingredient has changed in the last two generations. When the newspaper was in its infancy, the personality of the editor commanded patronage. We have today a few papers where the personality of a strong character dominates; but each year such publications are becoming fewer in number. This is not conclusive evidence by any means that we have less brilliant or less able editorial writers than formerly. It is but the admission that the reading public is doing its own thinking. It is not improbable that we are able to detect in the early newspapers and periodicals the reflection of the feudal system.

"For centuries, by virtue of an almost universal illiteracy, a favored few, rulers and priests for the most part, not only stated the problems, but announced the answers. Today the masses insist that they be given the dividend and the divisor, and that they will reach the quotient after their own manner. The demand is for the statement of fact; the reader reserves the right of reflection.

"In the course of time the newspaper became an organ. It became the handbill of a party or the exponent of a doctrine, and, by virtue of its affiliation, commanded a patronage, composed of those favorable to the principle for which the publication stood. By a series of transitions it has become neither a journal of philosophy nor a political dodger, but a mirror, in which are reflected the events of the hour.

"It is admitted that in the newspapers of today the most vital feature is news. What is news? From the reporter's viewpoint it is what the city editor throws into the waste-basket and that portion of a 'story' the copy-reader amputates. From the city editor's viewpoint it is often that which the reporter fails to get, and, looking at it through the advertising solicitor's telescope, it is all the 'junk' that gets preferred space and is not paid for.

"News is the reflection of events. It is the up-to-the-minute history of the day, arranged according to the public's first estimation of importance of events, rather than in the sequence in which the events actually happened. History is not just the word to use, for it implies an arrangement of narration in such a way as to disclose the relation of events. The fact is, news has nothing to do with the analysis of cause and effect.

"It has been my observation that the big news 'story' of the average day is seldom the 'story' of the event which historians of the next generation will enlarge upon. For example, the death of an alderman makes better news than the sale of $500,000 worth of city bonds, notwithstanding the fact that this sale of bonds may mark a new era in municipal progress.

"Everything happening is news; and there are no hard and fast rules that may be given to govern the reporter. Some papers have a rule that no news story is worth while if it will not appeal to at least 25,000 persons. Other papers obtain excellent results, working on the theory that every item will interest a few, and that in the course of a year thousands of persons have found these little items of more than passing interest. News values are governed entirely by the degree of universality of their appeal. News is good news and important news only to the extent that it grips the public.

"The first train that arrived in your town was worth a news story. But a train, arriving day after day, night after night, on scheduled time, is no longer worthy of mention. To rip one's trousers may be embarrasing and exasperating, but there is seldom any news in the incident. However, when it comes to light that a highwayman has met a laborer on the street and made known to him his purpose, and when the laborer endeavors to get away and the highwayman reaches forth and catches the laborer by the pocket, and when by jerking he removes a large portion of the laborer's trousers, including his hip-pocket and $32, then it may be worth a quarter of a column.

"Feature news, as the city editor sees it, is the sugar-coating to the pill. It is that which differentiates the newspaper from the almanac, the catalogue and the city clerk's records. The student who aspires to excel in newspaper reporting and in newspaper building cannot spend too much time studying feature news from every conceivable angle. I can conceive of no more interesting study. When I find men of great mentality, who have been making newspaper history for half a century, becoming more and more absorbed in the psychological phenomena, which is reflected in the reader's attitude toward the feature story, I am bold to say that he who takes up the study conscientiously will find therein a reward with other satisfying features than the inevitable increase in the pay-envelope.

"There is a great mass of news every day which is of vital importance, but startlingly uninteresting. This is the regular routine matter, principally about governmental affairs. While every paper owes it to its patrons to keep them advised on the business of the city and nation, as a rule such matters do not deserve extended notice. It is only when they are raised from the realm of mediocrity by the development of a feature which will appeal to all classes. The handling of routine matter requires intelligence, but the matter must be brief.

"There is no doubt but that the complexion of a newspaper is largely governed by the taste of the readers. It is equally indisputable that the average person is lamentably lax in his interests in governmental matters, except right before election. This aspect of the situation is worthy of discussion by the most mature minds in the profession, for apathy on the part of the individual citizen is responsible for 99 per cent of the mismanagement of public institutons and the abuse of political power. But it is a well-known fact that routine news is a perplexing question on the city desk.

"The city editor welcomes that organization which will draw definite and hard lines between all depart-

ments. There is no room in a pure news story for the opinion of the reporter or editorial comment, and the average city editor is too busy gathering news to keep one eye on the advertising column. An advertising contract is not a first mortgage on the news columns, and the power of the daily paper depends upon its maintaining the independence of its news department.

"The successful newspapers of the day are those that live closest to the law that 'news is news' and have isolated the news department from the editorial department and the business office. Any compromise between news and views or news and money cannot long avoid detection. Some say the editorial news story is a more effective way of fighting attack against corruption in government and abuses in society than cold, black facts, told in terse English—facts without comment.

"There are some who say description no longer has a place in newspaper journalism. My experience leads me to believe that it now holds a more honored place than ever before, and the reporter who has mastered the art of description is always in demand. There is not a city editor who does not rejoice when he finds a man who is capable of grasping a plot, then pick from the confusion his characters and tell what has happened. There are many battles of Waterloo, but Victor Hugos are rare."

"Our magazines are more serious, more in earnest today than ever before," said Dr. Shailer Mathews in his address on "Magazine Journalism." There never was a time when moral earnestness was in such demand as now; and this is the thing for which the best magazines are striving.

Doctor Mathews divided magazines into three classes. One class he called the chewing gum class, that kind of magazine out of which you get nothing worth while; another the non-fiction kind, and a third the standard literary magazine containing both fiction and special articles. He who does not read magazines and boasts of it is separating himself from some of the most vital things in life and is standing in his own light, according to the speaker. The real and worthwhile thinking is being done by the magazines, he said.

The danger that threatens and has long threatened the magazine, said Doctor Mathews, is advertising. He asserts that there is a greater moral appeal in the magazine of this period than ever before. The question, he says, is, can this earnestness be maintained without interfering with the advertising. This, he thinks, is the moral dilemma.

Doctor Mathews said it is difficult to get magazine writers who have literary attainments along with the reporter's instinct. It is hard, he said, to get men to see things as they are, then properly describe what they saw. The speaker declared that the journalist had great obligations, greater, perhaps, than anyone else, for his constituency is larger.

"It is the man who is serious that has the greatest obligation; and any man with any sort of constituency is morally affecting that constituency."

"When a dozen men, trained both in the new journalism and scientific agriculture, appear as editors of agricultural papers, they will rule the United States, take the leading places in the affairs of the nation and be the salvation of the country," said Henry Wallace, editor of *Wallace's Farmer*, of Des Moines, Ia., in the closing speech of Journalism Week. Mr. Wallace spoke on "The Making of an Agricultural Editor." His speech in part follows:

"The really great agricultural editor has not appeared, for, as yet, we have not a single great editor of any agricultural paper who has received a scientific training in agriculture. Most of the great editors of agricultural papers, such as Orange Judd, Father Clarkson, W. D. Hoard and S. A. Napp, were men who ran county papers in the beginning of their careers.

"The reason these men succeeded in their work was because they had the farmer's viewpoint. They had been farmers themselves and knew just how the farmer felt about things. They knew that the farmer depended on the weather and seasons for a livelihood; that he never knows when he lies down at night just what he will do the next day. They realized that he was a child of Nature and talked to him about the weather and things that he knew and understood.

"Another reason of their success was that they wrote plain, simple, Anglo-Saxon English. No words were used that did not convey some meaning to the farmer, and with which he was perfectly familiar from having read them in the Bible. Furthermore, they had the confidence of their public. This was worth more to them than all their subscription lists or printing equipment.

"In order to know the farmer's heart and get his viewpoint, the agricultural editor must, at some time, be a farmer himself. It is all well and good to go to the agricultural college and learn the scientific end of it—in fact; the great agricultural editor of the future must have the scientific knowledge—but to gain the confidence of the farmer, he must know his life from actual experience on the farm.

"The man who wishes to achieve success as an agricultural editor must be a lover of his fellowman. If he goes into it with the mere idea of making dollars, he will fail, as he ought to. To get the confidence and love of the farmer, you must, in turn, have confidence in him and love him. It is a fact that among editors and men of other professions, those who have the highest ideals and the greatest love for their fellowman are the ones who make the most money.

"Another thing that goes into the make-up of a successful agricultural editor is a thorough knowledge of the markets. This is and has been one of the weak places in farm-life for years. The editor must be able to tell the farmer, not only how to produce his crops, but how to sell them so he will make a profit from them.

"The agricultural editor of the future must preach co-operation to the farmer. He must tell him that, to protect his own interests, he must organize. He must tell the farmer how and of what value organization will be to him.

"The women and boys on the farm should receive a great deal of attention in the farm papers. Their lot is a hard one and deserves the agricultural editor's best efforts to lighten it.

"An agricultural editor should conduct his paper on an absolutely clean basis. He should be independent of party and advisers. In order to do this, he must have a business manager who is in entire sympathy with his policies.

"Another requisite of success is that the subscriber must pay enough for his paper to cover the cost of the white paper and postage. It is not human nature to think highly of something that is given away. Moreover, the paper should be stopped when the subscription is out."

Mr. Wallace has been editor of *Wallace's Farmer*

sixteen years. When he came into control of it, the paper was small and had a circulation of only 2,000 copies. At present, it has a circulation of 70,000, and is considered one of the best agricultural papers in the world.

The second annual conference of the teachers of journalism was held Friday of Journalism Week. Charles J. Dillon, professor of the theories and principles of industrial journalism at the Kansas State Agricultural College, presided. Charles M. Harger, director of journalism courses at the University of Kansas, chairman of the conference, was not present.

H. F. Harrington, professor of journalism in the Ohio State University, discussed "The Limitations of Schools of Journalism." Professor Dillon talked on "Training for Industrial Journalism."

F. W. Scott, director of courses in preparation for journalism at the University of Illinois, and Fred N. Scott, professor of rhetoric in the University of Michigan, led discussions on "Some Problems of Teaching Journalism" and "Some Things Schools of Journalism Can Teach." Papers on these subjects were read by Frank L. Martin and Charles G. Ross, assistant professors in the School of Journalism at the University of Missouri.

The new officers of the conference are Fred N. Scott, the University of Michigan, chairman, and W. G. Bleyer, director of courses in journalism in the University of Wisconsin, secretary.

The next meeting will be at the University of Wisconsin, at a date to be later determined. The first conference was held at the University of Kansas, the spring of 1910.

How One Senator Prevents Legislation—Second-Class Matter Rate, a Vital Question—Importance of the Detroit Convention

We print the following letter in full, as stating in a most clear and convincing manner, questions as to Postal regulations. Let everyone read, consider and then write to President Baumgartner, and, if possible, arrange to be present at the Detroit Convention:—

HUTCHINSON, KANSAS, March 31, 1911.

DEAR SIR:—At the request of President Baumgartner, I am writing you about matters of the highest importance to newspaper makers. We failed, as you have probably been notified, to secure the passage of the Tou Velle bill through the Senate. That would stop the government from competing with printers in the printing of envelopes. We got the matter through the house by a vote of 197 to 24, an unprecedented large majority. We failed to secure the passage of the bill in the Senate because the postoffice department and also the postoffice committee of the Senate would not permit a vote on the Tou Velle bill. We had sixty-four written pledges of senators for the bill should it have been reported to the Senate. We had nine of the eleven members of the committee on postoffice and post-roads in the Senate, but the Postmaster General was strenuously opposed to the bill and used the full resources of his office to keep it from being reported by the Senate committee. Finally after immense pressure brought on President Taft, Senator Cramer, of Massachusetts, representing the wishes of the President, secured a poll of the committee through Senator Carter of Montana who was a friend of ours and who was to report the result of the poll to the Senate, and thus make our amendment in order as a rider to the appropriation bill; but Senator Penrose, chairman of the postoffice committee, refused to allow the poll to be reported and our amendments were ruled out of order because of the failure to get a committee report.

However, a more serious matter confronts the printers and publishers; it is the second class mail matter. A proposition was made to raise the rate on magazines which would have been filibustered over the session had the postoffice committee pushed this amendment. The magazine publishers, however, agreed to the appointment of a committee to investigate, not the magazine question alone, but all second class rates. While representing the National Editorial Association in Washington in the envelope matter, a proposition was made to me through one of the senators that the committee on postoffice and post-roads would agree to report the Tou Velle bill if the printers would agree to the abolishing of the free delivery of county newspapers. I refused to act in the matter on the ground that I represented the National Association for one purpose only, the passage of the Tou Velle bill, and was not authorized to act on any other subject.

The postoffice commission agreed upon by the magazine publishers and the President, and which became part of the appropriation bill, will be headed by Justice Hughes of the Supreme Court. It is a foregone conclusion that the other two members of the commission will be persons who will take their "dope" from the department and will give the postoffice side of the controversy without much consideration of the newspapers' contention in the matter. That this commission will have great weight with Congress is very apparent, which is anxious to do something to reduce the loss they claim is the result of carrying second class mail at the present prices. They claim a shortage of $64,000,000 annually.

Their proposition is: (1) to cut off the free county delivery; (2) to raise the present free county delivery to 2 cents per pound; (3) to raise the rate on all outside of the county publications to 4 cents per pound; (4) to raise the magazines to 5 cents or 6 cents per pound. We will have this matter to contend with at the next regular, not special, session of Congress.

The proposition I submitted to President Baumgartner and which he desires me to present to you is this: Inasmuch as newspapers and magazines are all second class matter, we have a common cause in the proposed postal increase and that the President of the National Editorial Association correspond with the magazine managers and secure a conference in this matter before the next meeting of the National Editorial Association in July and arrange this matter.

Allow me to suggest some of the advantages of such an alliance at this time with the proposed increase in postal rates in view. The *First* is that second class matter is second class matter whether in the magazines or newspapers and that therefore we have a basis for a common fight. *Second,* the newspapers in one particular have the weakest position, having the free county delivery. This is one that will first go by the wayside if the matter be left to the magazine men to handle as they certainly will be on hand next winter at Washington ready to spend their thousands of dollars as they did in the recent session. They will go after this free county delivery matter to help themselves unless we can make a common cause with them. *Third,* we are anxious to be of service to the newspapers of the country and thereby secure their membership under the

proposed reorganization plan and if the newspaper men of the country realized that they had to look to the National Editorial Association to make their fight to protect their interests, that we would have such an organization as we have all desired so long and which it seems to me we have an opportunity to develop now. I believe if the matter should be held up before the newspaper men of the land, that our Detroit meeting will be the greatest ever known. Show the printers the value of belonging to the National Editorial Association, show them how it could help them and they will come to the front. As an example, we had a meeting of our Southwest Kansas Editorial Association—a called meeting arranged on a week's notice—last week. We had thirty-five newspaper men present. I spoke of the envelope matter and then of the second class matter. Many of the boys wanted to start a subscription to help carry on the fight. We could have raised $500 in that meeting had anyone been authorized to proceed. I objected to raising the money until after the National Editorial Association had taken the initiative, then to work through the State Association. We left it to the executive committee of the State Association to act in this matter for us as our State Association will have no meeting until next January. We doubtless would have a special meeting of the Kansas Association to take hold of the Kansas end if the National Association takes hold of this matter as I suggest.

What I have said about the proposed increase of rates is not official in the sense that it represents any proposed bill but those were the rates talked of in the Senate committee on postoffice and post-roads. They took the figures of the department that it cost an average of 8.23 cents per pound to handle second-class matter and they hope to wipe out the deficit by increasing the rates as suggested.

I have written you at length. I am sending a copy of this letter to a large number of members of the Association at the suggestion of President Baumgartner who desires your views in this matter that he may know how to proceed. Please write him your ideas on this question as it appears to you as to the desirability of proceeding to get in touch with the magazine people as herein suggested.

Yours very sincerely,

SHERIDAN PLOUGHE.

MR. B. B. HERBERT,
Chicago, Ill.

THE AD-SELL LEAGUE BANQUET.

The Ad-Sell League, a northern Indiana organization, was entertained a few evenings ago in Mishawaka. A banquet was attended by about 75 well-known men representing nearly all the cities in northern Indiana and southern Michigan. The President of the league, C. R. Trowbridge, of Mishawaka, served as toastmaster. Among the speakers were Seth Brown, editor and publisher of *Standard Advertising*, Chicago; Dr. Charles B. Morrell, of the Sheldon Schools, Chicago; and Julius Snyder, advertising counsel for the Chicago *Tribune*. The next meeting will be held in South Bend, when it is expected an address will be delivered by Arthur Brisbane, editor of the New York *Journal*, and E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Co., of Detroit, Mich.

Practical Notes and Points

SOME employing printers have tried the plan of putting their foreman on wages plus a percentage of net profits, and have found it to have a marked influence in increasing the efficiency of the shop and reducing the cost of production. Possibly it would solve some of your difficulties.

One Iowa printer pays the salary of a solicitor with the profits from his "side lines." These consist of ink, mucilage, fancy stationery, typewriter supplies, and the like, and the sales are made by the stenographer, without any addition to the office expense. There are other side lines which can be handled profitably in this way; but in order to take care of this kind of business it is usually necessary that the office be on the ground floor, with a show window on the street.

In making up pages, especially if made up of linotype slugs, the most careful workmen will use two gauges, one on each side of the page, thus insuring a page which trues up square, without any inclination to bevel. Pages made up this way will lock up correctly and will take less time to register when put on the press.

A caution in regard to linotype corrections, to see that they are inserted properly and connect up with lines preceding and following, is never out of place, inasmuch as a steady reader sees errors of this kind in print every day. Watch!

The spacing of matter must be governed by the leading. Solid matter should be spaced with 3-to-em spaces, and when about to divide a word prefer to take in. Leaded matter should also be spaced with 3-to-em spaces, but when about to divide a word prefer to drive over. In double-leaded matter en quads should be used and divisions driven over. Avoid, if possible, the very thin or very wide spacing of the first line of a paragraph.

The older printer knows—or ought to know—that he should observe through formation of letters in his spacing. But he does not always take the trouble to teach this to his apprentice. There should be less space between final "y" and initial "w," for instance, than between final "d" and initial "h;" less between final "o" and initial "c" than between final "f" and initial "b." When a little extra spacing is necessary, never place it between a comma and the first letter of a succeeding word. The spacing between capital letters in headings should also be governed by letter formation.

Particular attention should be paid to the groove in the linotype mold against which the lower ears of the matrices align. It must be kept perfectly clean, as the least particle of foreign substance in the groove will throw the matrices out of alignment.

Correct stone work depends primarily on properly justified lines and exact make-up, but the stone is not the place to remedy the grosser faults made by the compositor. When faults have been discovered, or belated corrections in justification are required after imposition, the pages should be sent back to the galley. The readjustment of make-up on the stone is always difficult and is seldom done in a satisfactory manner.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Post-office as Second-class Matter

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FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

CHICAGO, MAY, 1911

It is still early, but indications are that the Detroit Convention of the National Editorial Association (July 18th, 19th and 20th) will prove one of the most delightful in the history of the organization. Some of the delights in store can be anticipated from what is told in our story of Detroit in this issue, and by the hints of the plans, as to program, given in the letter from President Baumgartner. The Secretary is busy arranging a most interesting Summer trip. There will be two weeks in all of instructive, helpful, and inspiring conference as to plans for useful co-operation, of interchange of views and of social enjoyment, and of joyous, restful, healthful, reviving, mind-broadening and informing travel. It will be worth a hundredfold all the cost, in immediate benefits, to each and all who take part therein, and the good that will result to the newspaper calling in the future, both in the way of forwarding and safeguarding rights and interests and in advancing the prosperity, improved business methods, economies, high standards and pleasant good will, influence and fame of the American Newspaper Press, is beyond computation.

* * *

The Amercian Newspaper Publishers and the Associated Press were wise in asking President Taft to address their members at their joint banquet in New York City. These great organizations contain newspapers of all shades of political theories and beliefs, yet there is no party organization today, the members and representatives of which are in full harmony on questions of public policy, and it stands newspaper-makers, who were never before so independent or free from partizan dictation or control as now, to hear all views and to base their opinions on the widest possible information and broadest consideraton. The speakers at the Press banquet, besides President Taft, were J. R. MacKay, President of the Canadian Press, Limited, William Barton Northrop, K. C., M. P., in the Legislature of the Dominion; H. E. Manuel de Zanacona, Mexican Ambassador; Dr. David Jayne Hill, United States Ambassador to Germany, and President Nicholas Murray Butler of Columbia University, an indication, in array of speakers, of the true catholicity of the members, of a desire to hear and know the truth.

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We are in full harmony with Mr. Baumgartner in his plan of securing addresses by publicists and statesmen on matters of National interest and importance. No other newpapers are so closely in touch with the people of America or more responsible for good government than are those largely represented in the National Editorial Association and there is a corresponding responsibility. No newspaper editor has a right to ignore, or to be otherwise than well informed as to, questions affecting all the people or to neglect the treating of all questions involving civic rights, taxation, the industries or material well-being, otherwise than with candor, full understanding, patriotic loyalty and earnestness.

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We give at some length this month the account of "Newspaper Week" at the School of Journalism of the University of Missouri, for which we are under obligations to two of the students of the school. The affair was a notable success and Dean Williams deserves sincere congratulations and highest praise, and the students of the schol and the attending editors showed sincere appreciation. The speakers were practical, succeessful newspaper men with true ideals. The instruction given in the addresses and talks was so direct, practical, clear and earnest that the result to the school and to all who attended could not be otherwise than educative, informing and inspiring. Our only regret is that we cannot give all the addresses in full. We give part this month and there will be more in the June issue together with some account of interesting entertainments.

The address on "The Reporter," by Mrs. C. A. Bonfils (Winifred Black) of the Kansas City *Post*, printed in this issue, fully establishes and indicates woman's place in journalism. The paper is full of suggestions and instructions for all newspaper-makers and reporters as well as for the students in the School of Journalism of the University of Missouri, for whom it was more particularly intended. The great American editor, Charles A. Dana, once said of the reporter: "He wields the real power of the press." This is in a very large measure true if the reporter is such a one as Mrs. Bonfils describes as "the hub, the good reporter." It is entirely true if he is able, well and broadly informed and is not too much dictated to and curbed by an editor under the control of a dull, plutocratic and heartless publisher. The fact is that the reporter has not been given proper consideration, and

cheapness as to salary has been too often placed above quality or merit. However, the good reporter will do good work regardless of salary, "because he is a good reporter and cannot help it to save his life."

Mr. Will Irvin, in one of his series of articles on "The American Press," in *Collier's Weekly*, correctly says of the reporter:

"His product is daily bread of the minds to three-quarters of the population. He is to the individual reader the most important functionary in a newspaper organization, just as the police power is to the humble private citizen the most important function of law. If he write sanely, truthfully, with good taste and art, he cultivates sanity, truth, taste, and sense of proportion in his readers. If he write narrowly, cynically, loosely, and without taste, he correspondingly lowers the intellectual standard of his time. He furnishes the raw material for public opinion. If the strand be shoddy, how can the finished fabric be sound?

There is a craft in reporting and an art; the reporter must first get his material, by burrowing as far as he can through the wrappings which hide fact and truth, and then write it. Each of these activities calls for a separate faculty not always united in the individual. The experienced city editor has this dual functon in mind when he speaks of his "break-in reporters" and his "artists" or "writing men." The men who possessed merely the faculty of getting news was all-important in the time which followed Bennett and preceded Dana. Later he divided importance with the news-artist. Yet he who is merely a writer, with no 'nose for news' and no knack of getting it, is still less vitally important than the reporter with the mere sense and skill of news-gathering. The supreme reporters are those in whom the two faculties blend."

The right kind of a reporter, as indicated in Mrs. Bonfil's address, will sooner or later receive his reward and come into his own; the only great cause for regret is that more newspaper-makers do not fully appreciate the value of good reporting. Lucky, indeed, is it that the newspaper learners at the model Missouri school, have received such a practical and inspiring view of the work while still pursuing their studies, and fortunate were the Missouri Editors who were present to share in the lessons and inspiration.

Another address given by Miss V. A. L. Jones of the St. Louis *Republic*, will be published in the June issue and will be found of value to all readers of the press. If women in politics were to find such an important place and exercise such an uplifting influence as in journalism, all would rejoice over the giving the right to vote and hold office. We are willing to aid in giving her the privilege or opportunity, not in her interest alone, but in the interest of all the people and of just, pure, uplifting, sympathetic reforms and good, honest government.

* * *

The value of intelligent, promotive power of the press has received recognition in fixing the place of the next convention of the Louisiana Press Association. St. Charles has been chosen for the reason as stated by the New Orleans *Times-Democrat*, that:

"There, better than in any part of Louisiana, would they be able to see and appreciate all the varied and wonderful resources of Louisiana. There, indeed, has nature been bountiful; and there are to be found mineral, forest, agricultural and fishery wealth. Nowhere in the State, and perhaps nowhere in the country, is there more to see—in mineral wealth, the greatest sulphur mine in the world, that carries the name of Louisiana and Calcasieu to the uttermost ends of the earth, not to mention oil gushers that have placed Louisiana, to its own surprise, as well as that of the rest of the country, high in the list of oil-producing States; in lumber wealth among the biggest mills in America, which have raised Louisiana to the primacy as the greatest lumber-producing State of the Union; and so on down through the entire list of products, whether on the soil, under the soil or grown from the soil. It is an epitome of the natural wealth and possibilities of Louisiana."

For the editors to see and experience is to tell to all the State and to all the Nation, and to the whole world and the information goes forth not only to the benefit of the locality or place visited but to all mankind, to all seeking new homes or new opportunities.

* * *

A good deal has been said of late with regard to standardizing business, printing offices and newspapers, and there is scarcely anything that is more important to high quality, true economy and success, yet at the meeting of the American Newspaper Publishers' Association in New York, President Ritter truthfully said:

"There is hardly an operation or a method in newspaper production that has been fully standardized. In no instance have those methods been codified or analyzed or described. Most of our shops are run by the workmen, not by the managers. Few of us know what is a full day's work for a first-class man.

"Our methods in the use of paper are so whimsical that a mill equipped to meet all of our needs would require 165 distinct stocks of cores to provide for our varied widths of rolls. Our workmen gather up whatever methods or traditions there are are in the business by absorption or observation of those immediately around them. Many of us try to obtain ready-made competent managers by hiring men whom others have trained, instead of applying ourselves to that important work of education and development.

"Systematic management offers what appears may be a remedy. Our Labor Commissioner told us last year that the mechanical pay-rolls of newspapers had increased $3,000,000 per annum from 1905 to 1909, and of this total $1,006,000 represented increased pay, with no increase in efficiency. The increase in number of men represented an annual outlay of $2,497,752."

The only way to standardize is to standardize, just as our Government found that the only way to resume specie payment was to resume. It was found not at all impossible or difficult. It will not be found difficult to standardize, to introduce standard methods or systems, have standards for paper and work. The employing printers of Western Wisconsin, as related elsewhere in this issue, are going right ahead to secure standard papers, and the economy wll be found greater than now can be computed.

Association Notes

A Central States Trade Press Association, including publishers of trade papers in Ohio, Indiana, Kentucky and Michigan, was organized on April 14th, to hold quarterly meetings in Cleveland, Indianapolis, Louisville and Detroit, and to have headquarters with the American Trade Press Association, Cincinnati, and to affiliate with the Federation of Trade Press Associations of the United States. S. Bacharach is President and H. C. Menefee Secretary, both of Cincinnati.

* * *

Members of S. C. Press Association have been invited to attend Convention of Interstate Cotton Seed Crushers' Association in New York, June 7, 8, and 9. The South Carolina Editors are to be in New York City on these dates.

* * *

The Georgia Weekly Press Association meets at Cartersville, July 12 and 13 and will spend a day at Rome after adjournment and leave there for Savannah from whence it is proposed to take a trip by boat to New York City. The editors ought to return by Detroit and take in the Convention of the National Editorial Association July 18th, 19th and 20th.

* * *

The successful advertising experts and agents are coming to be recognized as the Big Men of the Nation and are honored with banquets and testimonials on divers occasions. A recent affair of especial note was a testimonial dinner tendered, at the Blackstone—a name formerly supposed to be sacred to members of the legal profession,—Chicago, Monday evening, April 17th, to David D. Taylor, President of the Taylor-Critchfield Company, advertising and merchandising agents.

It was given by publishers, advertisers and advertising men in general from all over the country, and the attendance numbered several hundred.

Among the prominent speakers were Robert H. Davis, editorial director of the Munsey publications; Hon. Lafayette Young, United States Senator and publisher of the Des Moines (Ia.) *Capital;* Prof. C. W. Burkett, editor of the *American Agriculturist;* R. H. Sammons, Vice-President of the Corn Exchange National Bank; Hal S. Ray, Assistant General Passenger Agent of the Rock Island system. Mr. Taylor is one of the men who have made history pretty rapidly in the last ten years, and is identified in a big way with a large number of the greatest national accounts.

* * *

The Master Printer's Association of Iowa was formed at Des Moines April 7th and 8th. The officers are a president, two vice-presidents, secretary and board of directors. The directors consist of the secretaries of the different local organizations in Iowa.

The installing cost systems in print-shops was one of the things urged upon all the printers at the convention.

At the banquet at the Savery, Frank Armstrong of Des Moines was toastmaster, and included in the list of speakers were J. A. Morgan of Chicago, Fred Eno and G. A. Wrightman of Des Moines, and D. L. Buckbe of Minneapolis. The following are the first officers: President, S. W. Mercer, Iowa City; Vice-President, John N. Craig, Boone; Secretary, L. S. Hill, Des Moines; Treasurer, C. V. Simmons, Waterloo. Directors: Carl Brown, Cedar Rapids; C. V. Simmons, Waterloo; C. A. Webber, Iowa City; D. J. Lindley, Sioux City; Walter Russell, Des Moines; B. F. Ferguson, Mason City; W. W. Moffatt, Dubuque.

The betterment of the business in every way is the object sought.

One hundred and twenty-two master-printers were registered for the two days' sessions. Twenty-six cities and towns of Iowa were represented, and five cities outside the State. The value of the plants represented at the session was placed at $2,000,000.

At the present time there are seven local typothetae or master-printers' associations in Iowa, and Secretary Hill has been instructed to redistrict the State, apportioning a certain part to each secretary who will begin the work of organizing the master printers at once. He will also encourage the installing of cost systems in every print-shop in his district by means of which each firm will know to a nicety how much a job of work will cost them before they submit quotations.

A cost congress was held in connection with the Des Moines meeting as is done at each meeting of the United Typothetae.

* * *

The Tennessee Press Association at its recent Convention passed a resolution, the substance of which we have advocated for a quarter of a century, for abolishing of the fee system and the payment of all public officials by certain fixed salaries. The fee system has ever been the fruitful source of corruption, graft and theft. The Association also advocated a bill providing that in libel suits when a proper detraction of an alleged libelous statement is made, only actual proven damages sustained by the complainant shall be allowed. W. M. Clemens, of the Memphis *News-Scimitar,* pleaded for the getting together of the editors on all matters for the public good regardless of party affiliations. Governor Ben W. Hooper said in his address, "That it is within the power of the Tennessee Press to make of Tennessee anything it wants to make."

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We notice that on the occasion of the Semi-Annual Session of the Southwest Kansas Editorial Association at Bucklin, April 11th, that "twenty wealthy farmers furnished automobiles for a free ride of delegates to Ford." But the editors have also been reached by the high tide of prosperity, raised by scientific business management, and cost finding. Standardized, scientific farming is a little ahead of printing and newspaper shop engineering, but printers and publishers are racing for the goal, and are getting there. A school figuring contest was one feature of the convention. However, while looking to their own interests and the betterment of methods, the editors were not forgetful of their duty of service to the people and started a movement for securing and arranging an exhibit for the international dry farming congress which meets at Colorado Springs the week of October 16th. The matter was broached by Alvin T. Steinel of Chicago, editor of the *Southwest Trail,* who suggested that Southwest Kansas combine on an exhibit of dry farming products that would carry away first prize in competition with exhibits from twenty different nations. Members of the association will take up the matter with the commercial club in the various towns.

The West Wisconsin Ben Franklin Club at a recent meeting held in St. Paul, when the members were the guests of the great Twin City paper house of Wright, Barrett and Stillwell considered and took steps for co-operative buying, the establishment of a standard grade of one flat paper, one higher priced bond and one cheap bond and envelopes, the purchase by all the members of these grades of paper for the kind of work for which they are generally used and the securing of a better price for all the members on this standard stock. The committee on stock and machinery was instructed to secure bids from paper houses on certain lines of stock, which will be presented at a meeting called especially for the purpose in May to be held at New Richmond, Wisconsin.

The Florida Press Association evidently believes in mingling refined entertainment, noblest humanitarianism, religious devotion, educational advancement, social enjoyment, and patriotic service to the State with the consideration of trade, business and shop matters, as witness the following varied and instructive program of the convention held at Tallahasse, April 24th, 25th and 26th:

Monday evening, April 24, 8 p. m.—At the Florida State College For Women. Invocation, Rev. Samuel Moran; address, "Our Public Schools Are Not Reformatories," M. F. Hetherington, *News*, Lakeland; voice, "Sands o' Dee" (Fred Clay), "Canzonetta" (Meyer-Helmund), Miss Sarah Cline; "Education In Its Relation to the Punishment of Crime," W. A. Russell, *News*, Palatka; violin, "Romance" (Svednsen), "Carantella" (Wieniawski), Miss Farrington; address, "The Work of the Florida Education Commission," Hon. Thomas F. McGarry, Jacksonville *Voice*, "Berceuse From Jocelyn" (Godard), "Spring Song" (Well), Miss Sarah Cline, violin obligato, Miss Farrington; "The Business Man's Part in Educational Matters," Hon. Francis P. Conroy, president board of trade, Jacksonville; violin, "Spanish Dance" (Sarasate), Miss Farrington; followed by a reception tendered the Press Association by the faculty and students of the Florida State College for Women.

Tuesday, April 25, 9 a. m.—Invocation, Rev. A. L. Woodward; business session, reports of officers and routine business.

2:30 p. m.—Invocation—Rev. J. B. Pruitt; address, "The State should furnish Means for Advertising Her Resources from an Official, and therefore Authentic, Standpoint—How to Secure the Funds for the Purpose," C. L. Bittinger, *Star*, Ocala; address, "Florida Colonies—What of Them?" R. J. Holly, *Herald*, Sanford; address, "The Newspaper and Good Roads—the Duty of the Press in This Movement," R. F. McCormack, *Democrat*, Live Oak, and A. K. Wilson, *Tribune*, Fort Pierce.

8 p. m.—Invocation, Rev. J. B. Mitchell; address, "The Editorial Column—Its Relation to the Public," Frank L. Mayes, *Journal*, Pensacola; address, "The Duty and Mission of the Press," Frank E. Harris, *Banner*, Ocala; address, "The Independent Editor," Frank A. Walpole, *Record*, Manatee.

Wednesday, April 26, 9 a. m.—Invocation, Rev. W. H. Zeigler; business session, reports of committees; address, "System in a Newspaper and Job Office," Wallace F. Stovall, *Tribune*, Tampa; final adjournment.

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Since the Washington Convention more than three hundred new members have been added to the rolls of the United Typothetæ of America, and it now seems probable that the increase between the time of holding the Washington Convention and the Convention which will be held in Denver next September will exceed four hundred new members.

During the past year the United Typothetæ of America has installed nearly a thousand cost-finding systems in offices in various parts of the country, expending in the work about $46,000. This money has been returned to those putting in the systems several times over, as the result of the use of cost-finding systems is to disclose numerous leaks which had gone on for years unsuspected, cut out the unprofitable work, and to advance selling prices to a considerable extent, the increase, of course, being greater in towns where the majority of printers can be induced to install the system. It is safe to say that cost systems are enabling the printers to get anywhere from 10 to 50 per cent more for their work than formerly, and that the average advance in towns where most of the offices operate systems is in the neighborhood of 25 per cent. All reports agree that the higher prices have not been followed by any curtailment in the amount of business offered.

The next convention of the United Typothetæ of America will be held in Denver during September. The opening date has not yet been decided on, but will be announced later. Even at this early day the indications are that the Denver convention will be the largest and most instructive ever held, and an elaborate and varied program will be arranged.

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MINNESOTA LEADS FOR REORGANIZATION.

My Dear Mr. Herbert:—Enclosed please find list from Mr. Hodges. He says, "At our meeting of the State Editorial Association I secured the following list." He wanted the list printed in the next number of the National Printer Journalist:—

W. R. Hodges, Herald-Dispatch, Sleepy Eye, Minn.; W. C. Warren, Eenterprise, Hinckley; Will G. Mack, News, Plainview; H. C. Miller, Free Press, St. Peter; G. B. Bjornson, Mascot, Minneota; C. Berghius, Herald, Clara City; M. J. Dowling, Olivia; F. E. Hadley, Enterprise, Winnebago; E. E. Lane, Advance, Sherburn; Emil Leicht, Wastlicher Herold, Winona; C. I. Johnson, St. Paul; H. S. Saylor, Journal, Buffalo; J. C. Morrison, Tribune, Morristown; John E. Casey, Independent, Jordan; J. P. Hurley, Times-Enterprise, Albert Lea.

Yours very truly, W. F. PARROTT.

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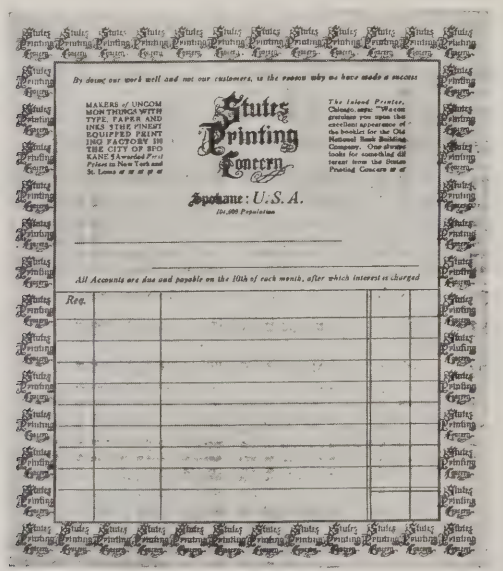
The annual meeting of the Suburban Press Association of New England was held on Monday, April 24, at the rooms of the Boston Press Club, 3 Beacon Street, when the reports of the officers were heard showing the association to be in a very satisfactory condition. Officers for the ensuing year were elected as follows: Isaac M. Marshall, Manchester, Mass., President (fourth term); William Waterman, Athol, Corresponding Secretary; Alexander Starbuck, Waltham, Recording Secretary; Ernest H. Pierce, Revere, Treasurer; G. W. Southworth, Needham, C. H. Thurston, Westboro, H. Mossman, Canton, L. M. Conwell, Somerville, H. E. Emerson, Winthrop, F. L. Sibley, Olneyville, R. I.; L. O. Williams, Putnam, Conn., vice-presidents; J. L. Kennison, Ayer, and J. O. Hayden, Somerville, auditors.

One of the most important works the association has undertaken, the past year, is that of forming a federation of all the press associations in New England

REVIEW OF JOB PRINTING

Address all communications to E. S. Hanson, 57 Washington St., Chicago, Ill.

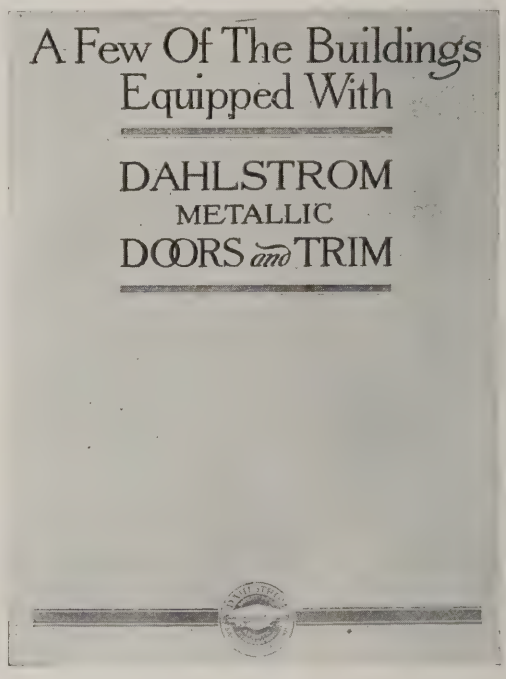
ALMOST anyone would be willing to get a bill from the Stutes Printing Concern of Spokane, if printed in such an attractive way as the blank which Mr. Stutes sends me and which is shown herewith. The stock is a heavy linen finish bond, which in itself is somewhat out of the ordinary for this class of printing. The matter is in the familiar black and red which is used so extensively by this concern, the initials of the name of the firm being in the two colors, the rest of the type matter in black and the rule border and down rules in red. The cross rules are in black, with the outside border, made up of a succession of the firm's


By doing our work well and not our customers, is the reason why we have made a success
MAKERS of UNCOMMONTHINGS WITH TYPE, PAPER AND INKS THE FINEST EQUIPPED PRINTING FACTORY IN THE CITY OF SPOKANE Awarded First Prizes in New York and St. Louis
Stutes Printing Concern
Spokane: U.S.A.
The Inland Printer, Chicago, says: "We are glad to pass upon the excellent appearance of the booklet for the Old National Bank Building Company. Our printer looks for something all the time from the Stutes Printing Concern"
All Accounts are due and payable on the 10th of each month, after which interest is charged
Reg.

trade marks, in a green tint. Altogether it is qualified to take away the unpleasant feeling which one usually has on receiving a bill. I trust that Mr. Stutes is finding it advantageous in the way of bringing in remittances with unusual promptness. There is no reason, however, why this firm should not make very satisfactory collections, as it is giving its customers their money's worth every time.

* * *

So much is being said and written at the present time about the necessity for fire-proof buildings that the receipt of a book from the Dahlstrom Metallic Door Company, Jamestown, N. Y., entitled, "Buildings As They Should Be," and showing the advantage of this company's product in fireproofing structures, is unusually

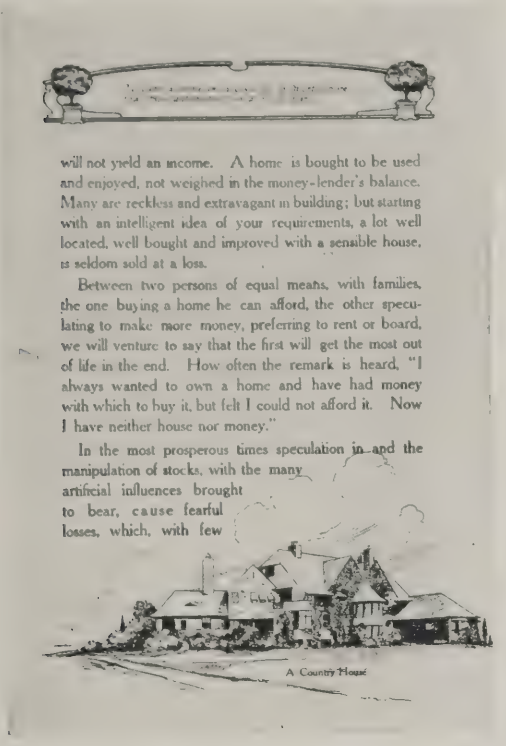


timely. This book was designed by the Frank Presbrey Company of New York City, which handles all the publicity work for the Dahlstrom Metallic Door Company, and was printed under the direction of the Presbrey concern. It is extravagant in its use of half-tone illustrations and art decorative features, as well as in the use of a heavy No. 1 plate paper. The book is divided into several sections, each section having a title page similar to the one here shown.

* * *

There has come into my possession a little booklet from Rogers & Company of Chicago, entitled "The Home," and gotten out for Eugene A. Bournique & Co., brokers in home property.

This is printed on an antique stock in the shades of ink which are so illusive as scarcely to make a description of them possible. The press work is all that press work ought to be, making the


will not yield an income. A home is bought to be used and enjoyed, not weighed in the money-lender's balance. Many are reckless and extravagant in building; but starting with an intelligent idea of your requirements, a lot well located, well bought and improved with a sensible house, is seldom sold at a loss.

Between two persons of equal means, with families, the one buying a home he can afford, the other speculating to make more money, preferring to rent or board, we will venture to say that the first will get the most out of life in the end. How often the remark is heard, "I always wanted to own a home and have had money with which to buy it, but felt I could not afford it. Now I have neither house nor money."

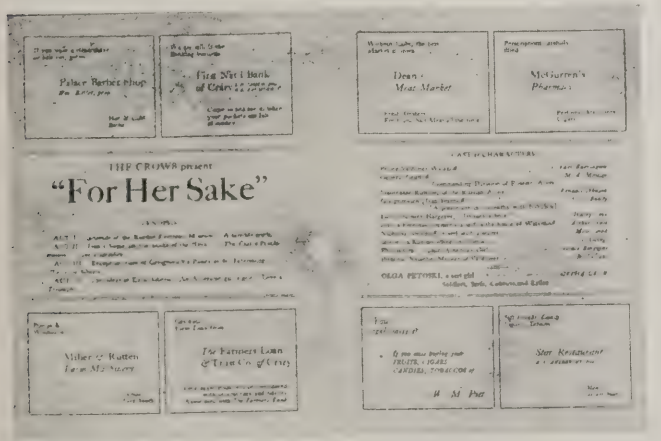
In the most prosperous times speculation in and the manipulation of stocks, with the many artificial influences brought to bear, cause fearful losses, which, with few

A Country House

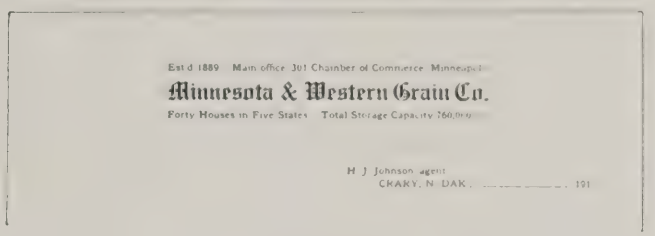
printing and illustrations look to be almost a part of the paper rather than something added to it.

* * *

Albert Prastmark, Crary, N. D., sends a bunch of specimens for criticism in the hope that we may be able to say something which will be of interest and profit to him. One of these attracts my attention especially, it being a theatre pro-


THE CROWD present
"For Her Sake"

gram for Gile's Opera House, of Crary. This program is a positive relief to anyone who is accustomed to see the abominable way in which most of such work is produced. Mr. Prastmark has subordinated the advertising feature so far as possible, setting the ads uniformly in smaller faces of light type. The general effect is very pleasing. It allows one to see the program without having his attention distracted by a heavy and often vulgar display of type. If this program had been printed on a little better stock the effect would, of course, have been still more favorable. I notice in this lot also, a letterhead for the Farmer's Bank of Crary, for which some very satisfactory work has been shown in former issues; also a statement, consisting of a card 2½ x 4½ inches in size, giving the name and officers of the bank on one side and the statement on the other. This is most satisfactory with the


Estd 1889 Main office 301 Chamber of Commerce Minneapolis
Minnesota & Western Grain Co.
Forty Houses in Five States Total Storage Capacity 760,000
H J Johnson agent
CRARY, N. DAK. 191

exception of the abbreviation "Nat'l" which I could scarcely think the bank would care to accept. The letterhead for the Minnesota and Western Grain Company which is set in square effect, would, I believe, be improved by having a heavy rule below the center panel of lines. I scarcely know what the card was used for which refers to the playlets presented by the pupils of the public school, but for almost any purpose I should imagine heavier type would be better for the main lines of the card.

* * *

I am glad to show two envelopes which are sent in by Harry E. Shrope, Washington, N. J. He says they were produced in an effort to get

from THE FOREMOST WEEKLY NEWSPAPER OF NEW JERSEY
The Washington Star
WASHINGTON NEW JERSEY
From THE WASHINGTON STAR
PRINTERY
WASHINGTON, NEW JERSEY

out something different, and I think he is to be congratulated on the result. An effort of this kind frequently results in a piece of work which is anything but artistic, but I believe this can-

not be said of Mr. Shrope's work in this instance. Personally, I prefer the envelope which contains the word "Printery" prominently.

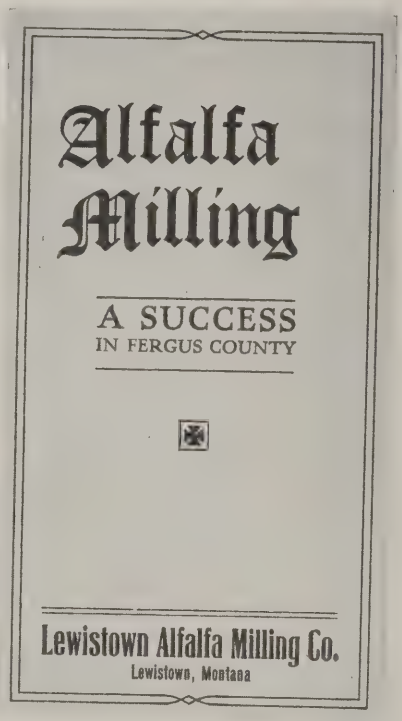
* * *

John McCormick, who is with the Allen Book & Printing Company, Troy, N. Y., sends the little booklet from which these pages have been taken. It is a booklet of eight pages and cover, intended to show the Allen quality of printing, and setting forth this quality fully as well by example as by precept. Mr. McCormick is to be

congratulated on getting out such a good piece of publicity work and I hope the company is profiting by it.

* * *

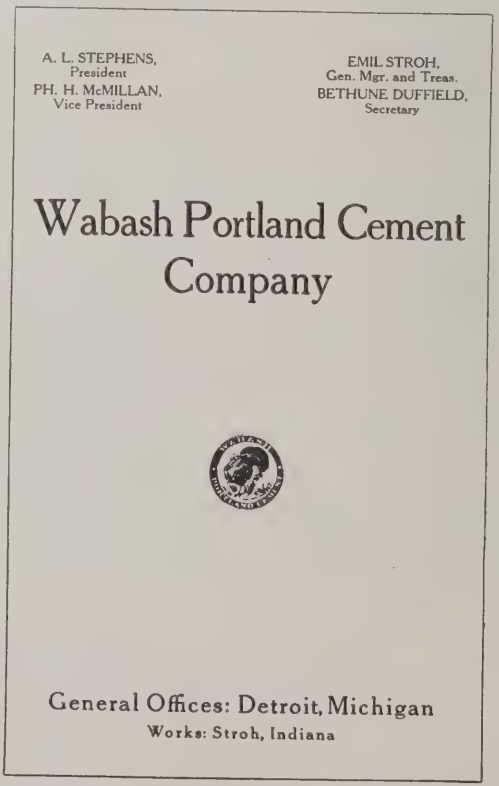
A bunch of printers who sign themselves "The Force" send me three little folders from the office of the Fergus County Democrat, Lewistown, Mont. These are all printed in two colors, red and black, and are intended to advertise the advantages of that part of the country. About the only criticism I can offer is in regard to the over-abundance of red, which I consider a distinct disadvantage. A more sparing use of this color would serve to emphasize different points much better than has been done in these pages. The best page is the title of the Alfalfa Milling circular, which has the colors very satisfactorily distributed. The one sent me is slightly out of register but I presume such was not the case with all of them. For the benefit of those who cannot see the original I will say that the



initials "A" and "M" are in red, together with the rules above and below the center lines and the double rule above the lower lines, also the ornament.

* * *

The Joseph Mack Printing House, Detroit, Mich., is responsible for the booklet of which



the title page is herewith reproduced. It is scarcely fair for me to show this title page alone,

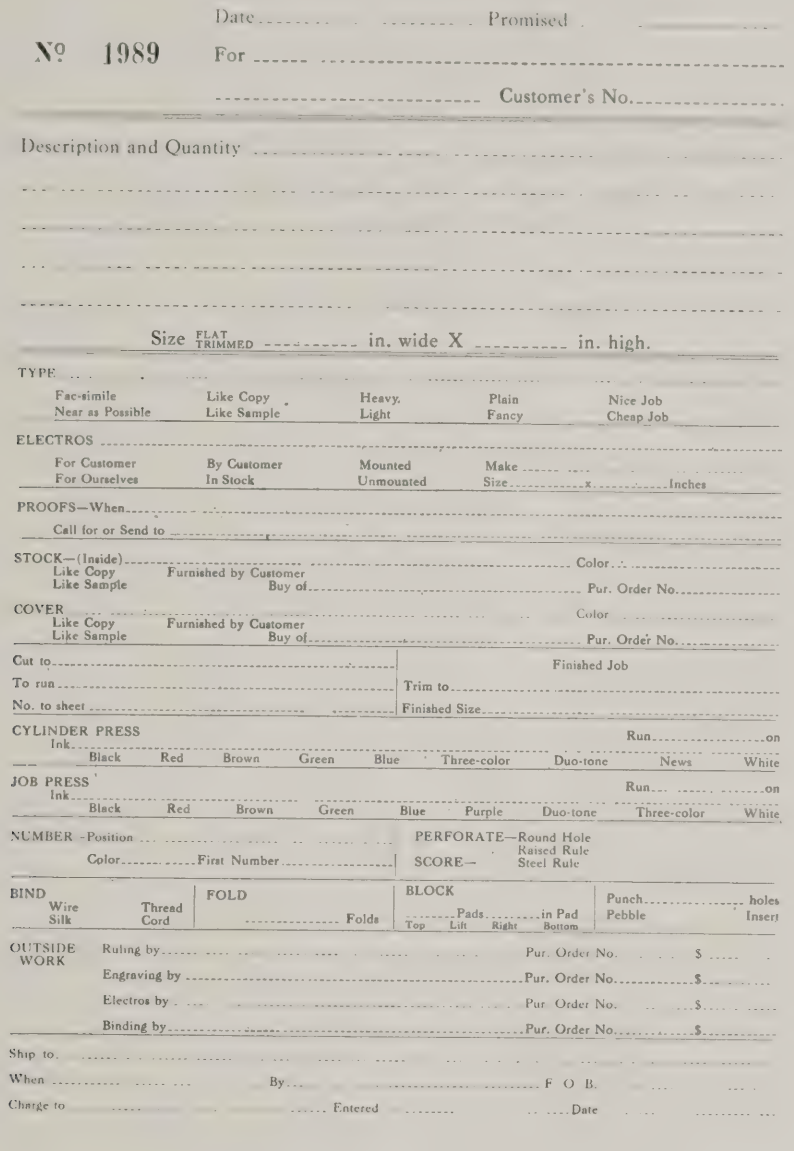
as I consider it the poorest part of the booklet. I am not at all satisfied to have the names of the officers displayed as they are but believe they would make a much better showing set in smaller type in the center of the page, where the trade mark is now. The name of the company could then be raised higher on the page and the trade mark set about two picas below the word "Company." This trade mark is printed in a separate color so that the effect would not be top heavy.

* * *

A bunch of letterheads comes from L. E. Lookabill, Roanoke, Va., on which he asks criticism. Most of these are fairly satisfactory for a general run of commercial work, the best one of the lot being the one for Beller & Wilson. The head for W. G. Jones & Co. should have the background printed in a much lighter shade of ink. As it is, it would not be at all acceptable to a particular customer. The head for the Chamber of Commerce seems to have had a very poor piece of press work on the red, although possibly the copy which I have is an unusually poor one. The rule work on the head for the Thea-Soda Company should have been given a little more attention or else omitted altogether.

* * *

The job envelope and other forms here illustrated were picked up by a representative of the National Printer-Journalist at the office of the T. I. McLane Printing Company, Clinton, Iowa, and we believe will be of considerable interest to master printers generally.



Date ..... Promised .....

No. 1989 For .....

..... Customer's No. .....

Description and Quantity .....

Size FLAT TRIMMED ..... in. wide X ..... in. high.

TYPE

Fac-simile / Near as Possible — Like Copy / Like Sample — Heavy, Light — Plain / Fancy — Nice Job / Cheap Job

ELECTROS

For Customer / For Ourselves — By Customer / In Stock — Mounted / Unmounted — Make ..... Size .....x..... Inches

PROOFS—When .....

Call for or Send to .....

STOCK—(Inside) ..... Color .....

Like Copy / Like Sample — Furnished by Customer — Buy of ..... Pur. Order No. .....

COVER ..... Color .....

Like Copy / Like Sample — Furnished by Customer — Buy of ..... Pur. Order No. .....

Cut to ..... | Finished Job

To run ..... | Trim to .....

No. to sheet ..... | Finished Size .....

CYLINDER PRESS Run ..... on

Ink ..... Black Red Brown Green Blue Three-color Duo-tone News White

JOB PRESS Run ..... on

Ink ..... Black Red Brown Green Blue Purple Duo-tone Three-color White

NUMBER—Position ..... PERFORATE—Round Hole / Raised Rule

Color ..... First Number ..... | SCORE— Steel Rule

BIND Wire / Silk — Thread / Cord | FOLD ..... Folds | BLOCK ..... Pads ..... in Pad (Top Lift Right Bottom) | Punch ..... holes Pebble / Insert

OUTSIDE WORK

Ruling by ..... Pur. Order No. ..... $ .....

Engraving by ..... Pur. Order No. ..... $.....

Electros by ..... Pur. Order No. ..... $.....

Binding by ..... Pur. Order No. ..... $.....

Ship to .....

When ..... By ..... F O B .....

Charge to ..... Entered ..... Date .....

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* * *

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The envelope is as complete as is ever used by any printer, and is arranged in such a way as to facilitate filling in, as well as making reference to it a most easy matter.

The fact that a large number of different specifications are printed in, so that the one desired can be indicated by a check mark, renders inexcusable the giving of complete instructions and justifies the office in insisting that the envelope shall be the "court of last resort."

This particular envelope is 7½ x 10½ inches, end opening. The size can of course be varied by the needs of different shops, the nature of the work ordinarily done and the amount of copy and proofs usually carried in an envelope governing this to a large extent, as well as the filing facilities of the office for taking care of the envelopes after they come from the work room. It could not, however, be much smaller and still contain all the information in legible form.

The fact that the date when the work is prom-

ESTIMATE

Date ..... 191....

For .....

.....

Quantity ..... Size .....

Description .....

.....

.....

.....

Stock—Body .....

Cover .....

Composition—Style .....

.....

.....

Presswork—No. of Forms .....

Pages to Form .....

Ink—Body .....

Cover .....

Binding—Style .....

.....

.....

Remarks .....

.....

.....

.....

.....

ised is prominently located in the upper right-hand corner renders errors in this regard, and the consequent disappointment of customers, entirely unnecessary.

This shop uses time tickets for its men practically identical with those recommended by the Cost Congress. A double page of the job record book is also shown, as well as a double page of the book in which the total expenses are distributed among the various departments. These books are self-explanatory.

Both sides of the estimate blank used by Mr. McLane are also reproduced. The side headed by the word "Estimate" is left up when these blanks are padded, and is used on which to take down data when a salesman is dealing with a

STOCK

No. Sheets	KIND	NO. LBS	AT	COST
	TOTAL			

COMPOSITION				PRESS WORK				
KIND	HOURS	AT	COST	MACHINE	Impressions	HOURS	AT	COST
and								
akeup								
ckup								
anges								
oof Reading								
achine	Ms at							
	TOTAL					TOTAL		

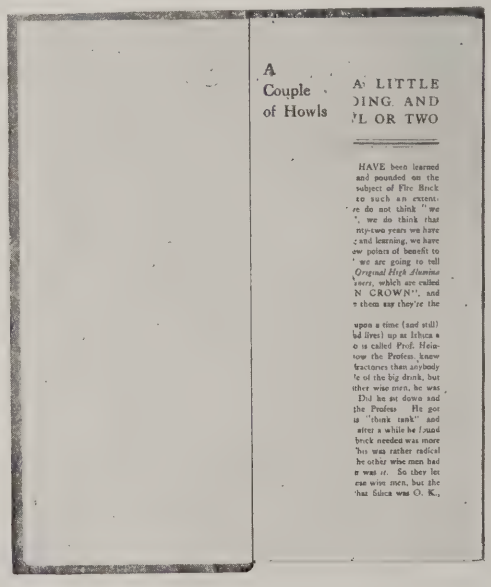
INK			POWER			
KIND	LBS.	COST	MACHINE	HOURS	RATE	COST
TOTAL				TOTAL		

BINDING		RECAPITULATION	
	COST	STOCK	
		COMPOSITION	
		PRESSWORK, INK AND POWER	
		BINDING	
		ELECTROS	
		DELIVERY	
		TOTAL	
TOTAL			

customer. The reverse side is used in working out the details of the estimate.

* * *

I wish I knew who printed the booklet of the Ashland Fire Brick Company, Ashland, Ohio, which is here shown. This book follows throughout the long-leaf-short-leaf style of make-up.


A Couple of Howls

A LITTLE
DING AND
L OR TWO

HAVE been learned and pounded on the subject of Fire Brick to such an extent re do not think "we ", we do think that nty-two years we have ; and learning, we have ew points of benefit to we are going to tell *Original High Alumina* sers, which are called N CROWN", and them say they're the

upon a time (and still bd lives) up at Ichua a o is called Prof. Hein- tow the Profess knew fractories than anybody te of the big drink, but ther wise men, he was Did he sit down and the Profess He got a "think tank" and after a while he found brick needed was more This was rather radical he other wise men had n was it. So they let ese wise men, but the hat Silica was O. K.,

This is done by splitting a ten-inch sheet of deckle edge linen finish paper down the middle and folding it at about the one-fourth point,

leaving the deckle on the narrow side. After being printed, these are made up with long and short leaves alternating, the long leaf carrying the body of the matter and the short leaf a sort of sub-head or catch-word. Accuracy in folding and make-up is insured by having a rule printed down the fold. The book is a fairly good piece of composition and a handsome job of press work, making altogether a most attractive piece of publicity.

Management, or Shop Engineering

Address by B. B. Herbert at "Journalism Week," University of Missouri, April 18, 1911.

UR lives are half wasted by reason of acting without knowledge, plans, system or purpose.

We miss half of the wisdom of the world by a lack of a full understanding or comprehension of words used.

We speak of management and engineering and yet how vague are the ideas conveyed to the mind. It is well, frequently, to go back to definitions. "Management" is "a judicious use of means to accomplish an end" and to manage is "to have under control or direction, to conduct, to guide." An engineer is "one who carries through an enterprise by skillful contrivance," while the art of the "civil engineer" is "planning, laying out, constructing or building."

These are elementary definitions, but their consideration shows how far below a proper standard we have fallen in their proper and full understanding and application. As defined, they apply as directly, in the principles involved, to the successful conducting of a printing office or a newspaper, as to the laying out, engineering, equipping and managing a railroad, or of a model farm in this day of scientific agricultture. But how often have we really contemplated the use of carefully-thought-out means to accomplish the desired ends in either publishing or printing, or ever asserted definite control, direction, conduct and guidance, or sought the accomplishment of the ends to be reached by skillful contrivance, by carefully planning, laying out and building up through systematic, wisely-directed effort?

In the beginning, according to the Biblical account, man was commanded to subdue the earth. For sixty centuries, men have put forth a good deal of effort to subdue and destroy each the other, but have let the Earth and Nature subdue them; have permitted their work, their callings, which should be their joy, their strength and independence, to enslave them, to draw them down to weariness, feebleness and death.

I recently attended a Rural Improvement Congress in Wisconsin, where dairying of the past and present was illustrated by stereopticon slides. One of the first views was of a farmer chained by a great iron cable to an ordinary, scrawny cow, that was labeled "160 lbs. a year." His profitless, poorly-bred and unscientifically fed butter-producing animal or machine was drawing him along, as a bound slave, to poverty and the poor house. He was supporting and giving his life for the cow instead of getting a decent living for himself, to say nothing of profit or putting in store for the future. Too many of our printing offices and newspapers have been like the scrawny cow—they have not yielded enough to support themselves. The contrast to this picture showed a bright, intelligent, well-dressed gentleman, with satisfaction, beaming from his face, looking upon an improved model dairy herd, each animal labeled "600 lbs. a year." The wealth-yielding kine can well stand for the improved, standardized, properly-engineered and managed newspaper and printing offices of today, only there is vast need for more of the kind. The dairy farmers are away ahead, in essentials of management, of the printers and newspaper-makers of the country.

Vastly too many newspapers and too many printing offices are yielding no adequate returns because of the ignorance and carelessness and the lack of the use of judicious means and skillful contrivances by the owners. The first part of management in dairying is to have the right kind of a farm and properly selected stock, and the first part of management of a newspaper or of a printing office is to have the right kind of a field, the right kind of a paper, and the right kind and properly selected equipment. Almost any kind of a field can be made right by proper cultivation and fertilization.

If you are familiar with farm life, you have doubtless known of farmers, with lands adjoining, one always in debt, worried, overworked, mortgaged and despondent, the other farmer always with money in the bank, always at his ease, joyous, never overburdened, nor overworked, no debts, no mortgage, and his farm always getting better, with better stock, better buildings and greater value. The greater intellectuality and broader general information and the greater physical strength and health may have been on the side of the unthrifty farmer. The difference was all on account of the lack of management or engineering by the one and the use of judicious means to accomplishment of ends, thorough system and farm engineering by the other. I have known a farmer who worked with his own hands from sun to sun, who was far less prosperous than his neighbor who scarcely did any manual labor at all, but who managed, superintended, directed, understood his fields and his stock and got the best possible results from both. The same principle holds with regard to newspaper-making and to the running of a printery, with constant, well-directed work.

One man with a small newspaper or small job printing office will often clear fourfold more than his neighbor with a large establishment. You have doubtless known of a place that had come to be known as a newspaper graveyard, yet, after a while, a man went into this same place and built up a creditable publication and made money and a worthy permanent success. Mr. Seitz, Manager of the New York World, recently told in an address before an editorial association of a paper that he conducted for a time in Maine and lost money. A successor took hold of the paper, and cleared one hundred thousand dollars in twenty years, outside of building up and owning a worthy, prosperous, growing establishment. Mr. Seitz paid dearly for his schooling, but he was capable of learning, and has applied his knowledge in other fields to his great profit. Now that there are schools of both journalism and typography that teach newspaper and shop management or engineerinng, no one need to pay so high for his schooling. What would be thought of a man who started out to survey, fix the grades, plan the bridges or mark the way for the tunnels of a railroad without having completed a thorough course in civil engineering? Yet thousands of men have gone into the newspaper or printing business without the first lesson in management or method. The fact is that to within ten years very little effort has been made in this country toward systematizing business and the greatest progress in printing has been within two or three years, and it has been through the efforts of the United Typothetae of Amer-

ica—that is expending over forty thousand dollars a year in instructing employing printers—and the Ben Franklin Clubs and Cost Congresses. Printers who have been in business from ten to forty years have, within the last three years, expended hundreds of thousands of dollars in the aggregate, and many of them have traveled from New York, Boston, Montreal, Winnepeg, Seattle, Portland and San Francisco, Galveston, New Orleans, Atlanta, and intervening cities to Chicago and St. Louis, merely to attend a school for three or four days at a time. The schools were called Cost Congresses and the lessons were principally confined to the study of systems of cost finding and methods to ascertain the actual cost of production, and these schools, though costing many thousands of dollars in the aggregate to the three or four hundred adult students, have been immensely profitable. Before this Cost Congress movement, for a quarter of a century, plans had been tried to make printing profitable by agreement as to prices to be charged, but it has been at last discovered that the only way to bring prices to a profit, is through intelligent understanding of the business and, at the basis of all else, making known to all engaged therein the cost of production. Until all know this, there must necessarily be reckless prices given on work, price cutting and impoverishment. Out of learning each one's own cost and comparing with others, much else has come to be known. The sources of waste, leaks, and losses have been revealed and the necessity of management, shop engineering and efficiency have been so plainly revealed to all and so emphasized as to work a wonderful revolution in methods and prices. No one can succeed in newspaper-making or printing without knowing his costs and the why and knowing what to charge to receive reasonable returns on his investment and for his own time, risks and brain work in conducting this business.

Before leaving this introductory part of my talk, I want to quote from two papers or instructive lecture—lessons given at the Cost Congress School of Printing, St. Louis, last fall. A. M. Glossbrenner of Indianapolis said, in a most able address on "Efficiency":—"The one cure and the only cure for the conditions that confront us is to increase the efficiency of the producer and it, therefore, behooves the employing printers of the country to recognize the situation, for there is no other business that has been so adversely affected, within the last ten years, by improved machines, increased wages and decreased working hours, until, today, the employing printer, without a Cost System, is like a ship at sea without a rudder and, if he fails to recognize his condition, he will most certainly find himself thrown upon the rocks of bankruptcy in the very near future. I might say, just here, that I know of one pretty close neighbor, in the city in which I live, that has a plant representing an investment of $250,000, who went into the hands of a receiver about ten days ago, and upon last Monday I had a call from the representative of the receiver by the 'phone, wanting to arrange an appointment with me to tell him something about a system for a printing office. I made the appointment, and when he came over I said, "What is the matter over there?" "Well," he said, "They have no system." "Didn't take a trial balance?" "No, they did not even take a trial balance * * ." I think it was Mr. Stern to whom I mentioned the circumstances, and he said, "That would be a good slogan for the Typothetae to use, "Install a Cost System before the Receiver gets a chance to do it." In contrast to this I quote from a man, an able instructor in this school of old and experienced printers, who acknowledged that they had lost hundreds of thousands of dollars in the aggregate by reason of not having started right, not having any system, skilled management or shop engineering, Mr. F. W. Baltes of Portland, Oregon. He has an office that he estimates to be worth $35,000, but out of the business he had taken $70,000 of profits in the last five years in addition to modernizing the plant and making it better than it ever was before. Mr. Baltes explained how he kept an absolute check on every job and every step in its production, knew just how many hours of work had been paid for and how many hours of work he had sold. I cannot give his whole system, but to show how he assured himself as to the cost and profits, I quote a striking statement in which he asserted: "When a man comes into my shop, and I show him the system, I often say to him, my press-feeder is the best bookkeeper I have." "But," sometimes it will be said, "Don't you do too much of this on these little slips of paper?" "Well, here I have a printed statement which exhibits the whole operation, the hours bought in each department, and the hours sold, the productive and the non-productive hours. And I know exactly what the pay roll is and to that pay roll I add a fixed proportion for the expenses for each department, fixing it for the year, from knowing what they were last year, $7,000 for instance. What I mean by expenses in this connection is an account in which is merged those items which cannot be charged to a job. Insurance, rent, incidentals, such as oil, rags, benzine—and I use as much benzine in the composing-room as in the press-room—charging to each department, as nearly as I can, the amount used there, taking each item and stretching the whole out so as to distribute it over the departments." I have certainly said enough to establish the benefit of management and office engineering and to indicate that all must rest first on knowledge and a working system.

First comes the field, and it is good management not to select one that is either barren or overcrowded, or being thoroughly and properly cultivated. It is not always the case that the best openings are where newspapers or printing offices do not exist. The fact is that some communities have been or are so poorly served, that they will welcome with avidity and support with liberal generosity the right kind of a newspaper or printing office—places where people endure the local publications or printing offices for the lack of anything better, but speak of them with shame or disgust. If one is rightly equipped such a field can be made to yield abundant returns. The Indians occupied this country but they did not subdue or replenish the land, did not use but simply roamed over it, so lost the right to their rich inheritance. Some newspaper men and printers have been Indian idlers, taking only what came to their hands, with no sympathy or helpfulness for others and have no right to ownership where they merely accept without service.

Second. Understand your people and the character of work that will be needed or acceptable and that can be expanded.

Third. Secure a central location; for the newspaper or printing office, as far as practical, should be the center of all the community interests, should be bright, attractive, and convenient for customers, and open, as far as practical, for the community uses.

Fourth. Have your building planned so as to be best adapted for forwarding business and work, and to accommodate work people with all possible conveniences, proper ventilation, light, and a proper equitable temperature. Brightness, cleanliness, orderliness and comfort count much for the increasing of trade and the turning out of the best work with efficiency.

Fifth. Furnish your office with such equipment as will be adequate to and a little beyond the immediate demands of the business and provide conditions for carrying on the work without delay or waste of time. The best up-to-date equipment possible with a good regard to economic, rapid, high-class production, up to the actual demands of the business and not beyond one's means, is much more economical than the paying of wages that with the proper equipment could be saved, decreasing the output or delaying or rendering the work unsatisfactory. Good management and effective office engineering depend very much on sufficient type, sorts, supplies, implements and machinery properly arranged and kept in perfect order. Avoid over-purchase, but buy enough to meet demands by full and efficient use. Be on good terms with competitors so that in case of over-crowded conditions, temporary aid or the use of presses or any other help of competing offices can be secured. A Chicago printer once informed me that he had thirty-four presses, outside of his own office, running on his own work. This was better management than buying machinery beyond his means, or purchasing presses that ordinarily would have to stand idle half the time. We have known farmers who in greed for expansion have become land poor by buying more land than they could profitably cultivate with their means or managerial and superintending time or ability. The lines often quoted for the benefit of over-ambitious farmers: "A little house well filled, a little farm well tilled, a little wife well willed" may frequently be wisely quoted for the benefit of printers and newspaper-makers, who have a longing to purchase all the improved presses and machinery offered. Improved up-to-date machinery and presses are desirable, but they are expensive unless there is work to keep them busy. Good office engineering will put aside ten per cent of the cost price of all machinery and 25 per cent on the cost of all types as items of cost to be charged to and collected from every job for the purpose of office renewal and replenishment and of course when the new purchases are made they will not be of the old superseded styles but of the latest and best.

Sixth. Be careful in the selection of employes and in their treatment. Cheap workmen are generally inferior and the dearest in the end. After your force is secured, much depends upon their treatment or management, which should always be characterized by personal interest in the welfare and advancement of each — recognition of merit, kindliness but firmness. Loyalty should be deserved and then be insisted upon. Do not speak slightingly of the business, or permit yourself to think otherwise than that the calling is the greatest and the work the most important in the world. And impress this upon every member of the force. Be anxious to advance and do your best and thereby inspire the like spirit in all connected with the business. Let each understand that there is no position and no work that is unimportant, that the best efforts always pay and will be recognized and rewarded. All worthy work, character or ability for accomplishment is built up by the best, most thorough efforts. Good work once done begets better work. Let yourself and every one associated with you feel that position and advancement are sure so long as there is efficiency, loyalty, skill, industry, and proper accomplishment in work. Be cheerful and demand cheerfulness. Fault-finders and disturbers are not to be tolerated. They must be either cured or discharged. As to kindness, a leading dairyman once told me that kindness in the dairy increased and improved the product. It certainly has that effect in a newspaper and printing office if tempered by justice and firmness. I recently wrote what I deemed so important to successful management that I feel I can do no better than to repeat it here:

"Fortunate is the newspaper editor or publisher who can bind the whole force to himself and to the paper with love, loyalty and pride and make the patrons of the paper not alone mere advertisers and subscribers but enthusiastic admirers and friends. The worthy head of a worthy newspaper must have the faculty of impressing upon all employes the feeling of dignity and worthiness of the work, and the importance of every worker thereto and the absolute necessity for each member of the force to perform the work in hand with highest possible perfection, thoroughness, ability and promptness or efficiency. The faculty of creating zeal and the feeling of individual responsibility in every member of a force is alike valuable in a newspaper and a printing office."

Seventh. Be sure that there is a full and correct understanding of everything that comes into the office Understand the conditions of the office, the capacity of every machine and every workman, the conditions of the work, and be sure that the work is being properly and expeditiously forwarded in every department. Delays and misunderstandings between departments are constant sources of vexations and losses. All work must be arranged as far as possible so as to be best adapted to the capacity and conditions of the office. Matter for the paper and jobs for the printing department must be arranged with a view to these and for prompt and continuous production. Losses by enforced idleness of men and machines show very little forethought and very little office engineering. Cut the garment according to the cloth. It is possible frequently in the job department to modify work so as to meet conditions. As I said, in a discussion of the subject of "Efficiency" before the second Cost Congress in St. Louis, I repeat here:—

"It is often the case that a man comes in with a job of a certain kind which, by means of a few suggestions, may be put in such shape that you can handle it in the conditions of your office much more efficiently than the way he first suggested, and yet the man be perfectly satisfied with it. You change it to suit your conditions, push it through and get better results for both the customer and yourself. I hope the time will come when by means of the Cost Finding System we know what our price list should be, and when we have engineers who know how to adapt the work to the different departments with reference to the conditions of the work in the shop and to so conduct the operation as to have it at the time it is wanted. Here is where it pays to have an office engineer or architect, printing specialist, a man who, when a proposition is put to him, can use his brains to economize for the customer as well as to supervise properly the work when he gets it. The idea is to have the work planned, have it laid out, and at the same time to see that the material is provided for the workman when he is ready for it, to keep it moving and to see that no one waits for the work." To keep the machinery profitably employed requires thought and management but spells success. It is stated that the great establishment of advertising specialties at Coshocton, Ohio, that covers ten acres of floor space, and that has an annual output that runs into millions of dollars, had its start from an intelligent and successful effort to give employment to one idle job press. An advertising specialty was devised and put running on the press. It sold and the wheels were kept going around; other devices followed and other presses were bought and what was only a little job department in a newspaper establishment outgrew the paper a hundred

fold and became the leading manufacturing establishment in the city as the result of only a little ingenious office engineering. Not every job office can become a manufacturing printery, but practical ingenuity and office engineering will keep presses busy. There is always a possibility of having something on hand, if nothing else than advertising matter for the newspaper or job department Something too much neglected. Printers should secure their printing publicity by their work and also show artistic results they can produce and teach their patrons by suggestive examples. Scraps of good stock which should be carefully preserved can often be used for the purpose. There is also always an opportunity for getting out annuals, souvenirs, and other special advertising printing for the community or groups of business men or manufacturers and to suggest and secure the printing of special illustrated cards, folders and pamphlets for individual firms and factories.

Eighth. Good office engineering always figures for the most economical purchase of stock, the most economical cutting and using of the same, secures discounts by cash payments, even though temporary loans at the bank are required for this end, saves all waste or cuttings of stock that can possibly be used in small work, and bales all the waste paper for sale, and of course has a complete set of job tickets and envelopes, entries on which show clearly the time that the job is promised, the kind of stock to be used, the kind of ink, the character of composition, presswork, binding and all else required in the completion of the work and whether or not proofs are required, always submitting proofs if possible. Proper blanks will accompany the work in every department requiring the filling of the same so that when completed every minute given to the work, and by whom, and every other expense will appear. The overhead expense is ascertained and so divided as to give a standard cost price for every hour's work. The prices will be made in accordance therewith, so that every job will be properly charged, and no customer will be charged too much and no customer too little. One customer will not be compelled to make up for the losses on the work done for other customers. Everything will be standardized and thereby everything kept up to the standard, and every piece of work will be made to stand on its own legs, no leaning on one job by another to show average profits, no work taken in or handled merely as fillers to bridge over dull seasons, no work slighted because by mistake or inadvertance taken at too low a figure; wherever possible, figures will be given, in the only absolutely honest and correct manner, after the work is completed, and the actual cost is secured.

In advising the borrowing of money, if necessary to discount bills, I only want to impress the importance of this economy not to encourage borrowing. However, if you borrow at your bank, you will soon learn the importance of promptness. All bills should be collectable and collected on or before the tenth of each month. Prompt collection is necessary to efficient office management. If you have your own money in the bank, instead of its being in othehr people's pockets, you will always know what you can do in the way of economic purchases. More newspapers and job offices have been bankrupted by careless bookkeeping and the failure to collect accounts, promptly, than by any other two causes. "A bird in the hand is worth two in the bush," and a hundred dollars in your safe, or in your bank, is worth, frequently, two hundred dollars scattered over the community in small amounts; but do not give away what is your due on that account, but get all that is coming to you every month. Demand prompt payment in cash and then pay cash for what you get.

Ninth. Care will be taken in every step of the work and especially in proofreading and correcting so that there may be no spoiled jobs to be done over at a dead loss, but when the office is at fault there will be no hesitation in doing the work over so as to make good and give the customer what he ordered. Every customer will be treated with entire business honesty and consideration. No work will be taken beyond the capacity and ability of the office to do, in the style at the time promised, and the directions and conditions will be so fully noted on the estimate and order blanks as to prevent the possibility of mistake, through misunderstanding.

Tenth. If there is a newspaper or other publication connected with the office as a part of the business it will be treated exactly as any other job. The work will be performed in the most workmanlike manner and record of cost will be kept of every step and process so that the mechanical department will receive due credit for the work with the usual addition for profit and the business office will be informed and know, when other costs connected with the publlication are added, just exactly what ought to be charged for advertising in order to make the publication profitable. Printing the paper is a separate proposition from editing and publishing and the printing department is entitled to reasonable and usual profits on the work, just as though it were an outside job for someone entirely outside the office. The publishing of the paper should be handled as a separate business, and pay be fully required for the mechanical production.

Eleventh. Shop management or engineering must take into consideration demand, and ability to supply this demand. The successful farmer must understand what his farm will most profitably produce and then must take into account the demand for those products. The successful printer and the successful publisher must in like manner understand his field and the demand for the products of that field. Without this knowledge there could be no management that would bring profitable results. A job office must supply the kind of printing that the customer needs or may be taught profitably to use and to desire. A newspaper is intended to give the news; and news, to be profitable, must be something that has not before been published and that is desired by the newspaper readers either because it is interesting, informing, pleasing or profitable to them. The good newspaper engineer will understand that things or happenings near at hand, that affect or concern oneself, one's neighbors, one's relatives, one's own community, city or county, one's own calling and its profits or those engaged therein, are a hundred times more interesting and profitable than are things or happenings at a distance. The wider the circulation, the wider the field of interest, and the more general must be its news. No one paper can give all the news of the world and at the same time give all the news of its immediate community, city or county. The wise manager of the great daily with a wide circulation will give the general news, information that concerns all the people of a great city, of a state or a nation, while the manager of a local daily or weekly will give the news or information that concerns the people of the locality served, and that may be serviceable in their employment and in the advancement and building up of their industries, institutions, good roads, better markets and all else that may directly help or be useful to the people. He will search the whole state, the whole nation, or the whole world for the information that will be of direct value and interest to his

people and make it directly advantageous to them and then it is good news, if it hasn't been before published to them.

Twelfth. Good newspaper or printing office engineering takes into account that these callings, more than any other callings mean highest service to all the people in all their relations of life, whether social, industrial, governmental, political or commercial, whether as producers or consumers, manufacturers or users, advertisers, private citizens or officials, employers or employes, laborers or capitalists. Both are every way promotive of character both as to knowledge and business, as to social amenities and legal rights, both for these reasons, should be clean, honest and reliable.

You have probably noticed the quotation of an editor from Paul's Epistle to the Philippians, recently given in Collier's Weekly, and commented on in the American *Press*, in answer to the question of what is news: "Whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are of good report, if there be any virtue and if there be any praise, think on these things." Good newspaper management and office engineering includes all these with a full realization of responsibility backed by the honest understanding of and sympathy with the people and all their needs and interests. These are no mean callings with which we are called, and Hon. William Jennings Bryan was right when he recently said in an address before the Contemporary Club of Philadelphia: "If a young man were to come to me and ask me how he could render the largest service to his country, I should advise him to enter journalism. If a man desires to accept Christ's standard of greatness—service—there is no other profession in which he can become greater."

The recognition of this opportunity for, and of the high obligation of, service to one's patrons and readers, to the community, city and the State is the basis of an office management that will guard the interests of all and secure a reward in proportion to the responsibility and service.

Tennessee Editors as Promotors of Public Weal

Among the most prominent features noticed in the proceedings of the recent convention of the Tennessee Press Association were the appeals made to the press for help in all efforts for worthy promotion and the public weal. Dr. A. J. McKelway, secretary of the National Child Labor Bureau, of Washington, D. C., acknowledged the obligation of his committee to the press of the state and urged that it take up the legislation limiting the age of boys employed in the night messenger service. Dr. McKelway also invited the members to inspect the child labor exhibit in the Hotel Hermitage.

"The Relation of the Weekly Newspaper to Modern Progress" was the subject of a paper by R. M. Reams, of the McMinnville *Standard*. Mr. Reams reviewed modern conditions and said the progress at the present time was due in a large measure to the influence of the press.

"There has been too much politics in Tennessee," said Maj. Stahlman. "The result is that the great resources of Tennessee have not been advertised as they should have been. It is up to you gentlemen to make what you will of this great state. We have depended too much on politics. Good government means the greatest good for the greatest number of people. Good politics means the giving of that good; it means to build up and not to tear down. The politician seeks to build up a machine and I regret to say numbers of newspapers seek to support a man just because he is a member of a certain party or faction. In your relation to politics know no party save the one that you conscientiously think will give the people good government—the best for the largest number."

E. S. Shannon, secretary of the Board of Trade, extended an invitation on behalf of the Board of Trade and the Industrial Bureau for the members to be guests of those organizations for the afternoon on an automobile ride to see the city. The invitation was accepted with thanks. Mr. Shannon also took occasion to urge the press to do all within its power for the upbuilding of the state, to agitate the formation of commercial clubs in small towns and to all get together and pull for Tennessee.

All this had a relation to duty of service by the newspapers wherein rests worthy, permanent popularity and rewards in the good to be accomplished for the people that is above financial gain. It is no small honor to have the wise, earnest promoters of movements in the interest of humanity, of progress, of the upbuilding of the state and of good government come with confidence to the editors and publishers of newspapers as their natural allies and the most powerful and effective agents in all promotive, humanitarian, and patriotic effort.

Many interesting papers were read and much discussion had of a character pertinent to the association. Harvey Whitfield of the Clarksville *Leaf-Chronicle* took up the question of the "Relation of the Daily to Modern Progress." He said there was a time when the weekly paper was thought to cover all needs, but with the advent of the daily just seven times the influence of the once-a-week paper is given. J. I. Finney of the Columbia *Herald* also addressed the association along the same lines, stating it had been his experience that once a man is gotten to subscribe for the daily paper he will always subscribe to it, even in the rural districts.

"How to Secure Advertising for a Weekly Paper" was the subject of a short address by Rob Roy of the Alexandria *Times*. He stated he did not worry much about circulation, but he exercised care in the wording of ads for his customers to see that they brought results.

The principal address of the morning was delivered by Maj. E. B. Stahlman on "The Newspaper and Legislation."

John C. Rogers, publisher of the Dyersburg *Gazette*, was elected president of the Tennessee Press Association for the ensuing year at the final session of its annual meeting.

Other officers elected were as follows: First Vice-President, J. I. Finney, Columbia *Herald;* Second Vice-President, A. N. Sherman, Athens *Post;* Third Vice-President, J. H. Baird, Union City *Commercial*. D. L. Smith of Sweetwater and Rob Roy of Alexandria were re-elected Secretary and Treasurer respectively. The entire meeting was pronounced a great success and the final session was followed by a luncheon given at noon by Maj. E. B. Stahlman, and an automobile ride in the afternoon as the guests of the Board of Trade and the Industrial Bureau.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Department to Harry M. Bosford, 516 Exchange Bldg., Denver, Colo.

NO two things are more closely linked together in the business world than advertising and printing. There are, of course, many kinds of publicity that are not printing, but the great bulk of the advertising of the country is that which finds its method of expression in one of the varied combinations of ink and paper and printed publicity is more and more coming to be recognized as the best and also the cheapest means of advertising.

So, the printer and newspaper publisher ought to be the best boosters of advertising and they should indicate to the public in every possible way their position on the subject. Selling advertising to others, they ought to be good advertisers themselves. This is not always true, however, and many printers either do little or no advertising for themselves or their efforts in this line are so poor or so careless that the effect upon the reader is not what it should be. Some of the advertising of printers would lead one to have a very poor opinion of advertising in general and the product of that printer in particular.

Publishers and printers should persistently and insistently advertise their facilities and advantages for producing advertising for other people and a little intelligent effort along this line will open the eyes of the printer himself to the possibilities that he has been overlooking. When I was a young fellow, engaged in the printing and newspaper business in one of the smaller cities in Minnesota, I decided one day to try and stimulate our business in the sale of printed calling cards. As I remember the circumstance, I printed a lot of sample cards, showing the kind of card and type I wanted to advertise. This sample was accompanied by a small circular announcing that on a certain day we would accept orders for calling cards at a special price that was considerably lower than cards were usually sold for. I distributed these circulars and samples to every house in town and the number of orders that came in on the day named astonished me. We printed more cards during the next few days than we had ever printed in three months before and the advertising brought us customers for other kinds of work, besides giving us a lot of good general publicity as enterprising printers. I am not citing this instance as favoring cutting prices, but merely as an instance of what advertising will do for a printer and to show the possibilities of a line of work usually regarded as rather insignificant.

Particularly in the smaller town, the advertiser goes to the printer and looks to him as the best posted man in the community on the subject of advertising, on which he himself may be lacking in knowledge. The printer should encourage this feeling that he knows how to produce advertising and a little help to the business man who has money to spend on some announcement but does not know how to go about it to produce the best results, will bring business to the printer. And in no other business is it so true that business brings business as in the printing trade.

Help your patrons by telling them what kind of cuts should be used, furnish the drawings and cuts if asked to do so, making a reasonable charge for them and put your customers in the way of getting up good copy in their ads whenever possible. Assistance of this kind is appreciated and will be found effective in retaining old customers and in gaining new ones. It is so much appreciated that you may somtimes have to guard against some of your unthinking patrons imposing on you to the extent of asking and expecting you to write all their copy. A little diplomacy will usually make them see the matter in the right light, however, so that you will not be obliged to do more than you are paid for, either directly or indirectly.

A newspaper ought to advertise the space in its own columns and the following advertisement which occupied a display space in a country daily seems to me to be an excellent one to start local merchants to thinking of newspaper advertising.

"Don't Let Your Trade Drop You.

Mr. Merchant, remember. You cannot keep a trade unless the advertising which built it is continued all the time.

Do You Want Your Business Insured?

That is what a sharp ad in a dull season amounts to. It will not create a panic in your store. It may not bring you any immediate results, but it will continually remind last season's trade that you are in business to stay, and are ready to serve them whenever they are ready to be served. Do not stop advertising in dull times. If you do, times will always be dull. Your trade depends on your advertising. Do not let your advertising depend on your trade. Get into the newspaper with your business story, and stay in. If you cut your chapters, your customers lose interest. The *Herald* will take your business story to a class of people who will be interested in what you have to say. The excellence of the *Herald* as a newspaper insures it a careful reading, and if your store news is there it will not be overlooked. Shall we call and give you more reasons why the *Herald* will bring you results?

Do Not Delay. Now Is the Time."

If I were writing this ad myself, I would make some few changes in the phraseology, but it is a good one as it stands, and I have no doubt had a stimulating effect on the local merchants to whom it was addressed.

Some publishers oppose the use of heavy black cuts in their advertising columns and a few go so far as to bar cuts unusually dark and head lines larger than a certain size; but it is attention that the advertiser

must get for his ad first of all or it is of no value to him, and he can best get this attention by the arrangement of the black and white space of his ad. Strong contrasts attract attention and a zinc etching made from a pen drawing, with strong black and white contrasts, will attract more attention in a newspaper ad

A GENTLEMAN'S LINEN

You can tell a gentleman by his personal appearance, and the public is very apt to judge a man by the condition of his shirt, collar and cuffs.

We launder linen in a way that pleases the most fastidious dressers —and does not cause saw-tooth collars, torn shirts, nor frayed cuffs.

Let our laundry be your choice..

A phone call brings our wagon promptly. No. .....

than anything else. A style of illustration like the one shown of the two men in evening dress is being used with wonderfully good results by a western department store in its daily newspaper ads and this style, a combination of the old silhouette with the more modern cartoon, is an ideal one for newspaper advertisers to adopt.

You must agree with me that even a small ad, say four inches single column, headed by a cut like this will attract attention on any newspaper page, no matter what the position or what other ads are printed on the same page. I give below the cut of some suggested copy for a laundry ad and I can positively state without fear of contradiction that a series of ads like this, with the cut and copy changed often, will make a successful advertising campaign for any laundry and in any town.

The same style of drawing is shown in another newspaper ad which I have just designed for The W. H.

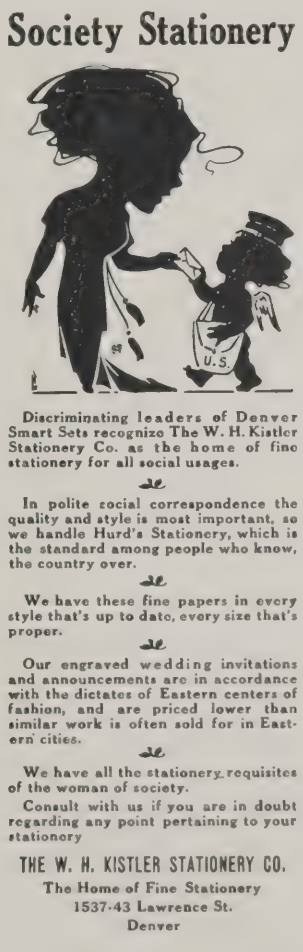
JUNE WEDDINGS
THE COLORADO HOUSE
Wedding Stationery
bearing our imprint is unexcelled in correctness of composition and lettering. ¶Quality of paper and standard of workmanship maintained.
Specimens submitted upon request.
THE W·H KISTLER STATY CO.
1533-43 LAWRENCE ST DENVER · COLO.

Kistler Stationery Co., Denver, Colo. This ad was run on the society page of the daily papers and although ads much larger were often run on the same page, this ad always seemed to stand out on the page and demand that it be noticed.

The effect of strong black and white contrasts is also exemplified in the ad of The Smith-Brooks Co. In this case the lettering is in reverse and the ad is attract-

ive because lettering is usually seen in black, and the mere fact of the lettering being the reverse of other type matter on the same page brings it notice.

The time of June weddings is drawing near and the ad of wedding stationery reproduced shows a combination of suggestive illustration and copy by which the printer can profit by the occasion. If June is the month


Society Stationery
U.S.
Discriminating leaders of Denver Smart Sets recognize The W. H. Kistler Stationery Co. as the home of fine stationery for all social usages.
In polite social correspondence the quality and style is most important, so we handle Hurd's Stationery, which is the standard among people who know, the country over.
We have these fine papers in every style that's up to date, every size that's proper.
Our engraved wedding invitations and announcements are in accordance with the dictates of Eastern centers of fashion, and are priced lower than similar work is often sold for in Eastern cities.
We have all the stationery requisites of the woman of society.
Consult with us if you are in doubt regarding any point pertaining to your stationery
THE W. H. KISTLER STATIONERY CO.
The Home of Fine Stationery
1537-43 Lawrence St.
Denver

of weddings for the brides it ought to be the big month of wedding stationery for the printer, and the printer who does not get his full share of this kind of work in his locality can only blame himself for the orders that his competitor secures through advertising.

The Reporter

By Mrs. C. A. Bonfils (Winifred Black), of the Kansas City Post.

WHEN I was up in Chicago the other day I saw a little blotter on a newspaper man's desk.

There was some writing on the blotter and a pretty picture and some gilding, and because I had nothing else to do while I was waiting for the newspaper man I picked up the queer little blotter and read what was written upon it.

This is what it was:

"I am a little blotter and it is my job to blot,
When it comes to soaking surplus I am Johnny on the Spot.
Not because I otter
Nor yet because I gotter
But because I am a blotter—and I dearly love to blot."

"Not because I otter

"Nor yet because I gotter"—why it's worse than the pink trip slip for the three cent fare and it's as haunty as Casey Jones. All the way down home to Missouri the car wheels sang that absurd thing that was written on the blotter—"Not because I otter nor yet because I gotter but because I am a blotter and I dearly love to blot."

Do you get the rythm, Dee-dee-dee-dum, dee dum dee-dum?

Haunting thing isn't it?—and do you know it has a whole lot more to do with the case concerning the good newspaper reporter than you might think!

It might have been written about him—when you come to think of it for the real reporter writes good stories "not because he otter and not because he's gotter" but because he's a good reporter and can't help it to save his life.

All Gaul—the universities tell us—is divided into three parts; all reporters, the city editor will tell you, are divided into three classes. One city editor I happen to know, calls them "the dubs, the subs and the hubs."

The subs are the underlings, the beginners, the men who may do something some day—when they've learned how and where and why and when. The "dubs"—Oh, the poor "dubs," they might make good street car conductors or fine school teachers or excellent bank presidents or really very successful clerks in a shoe store—but they will never make reporters—poor things. They think it's because the city editor doesn't like them or because the boss has it in for them or because of a dozen becauses—but it's really because they're in the wrong profession and will not wake up and find it out.

The "hubs"? O, they are the good reporters, the hubs of the great wheel of the great newspaper, the very kernel and core and essence of its success and they are good reporters because they were born to be and they've worked like inspired beavers finding out the how and the when and the where and the which—and when they have learned these things you couldn't keep them out of the profession or get them to make a failure of it by any power on earth.

There's an accident down on the river bottom. A sand bank caves in and somebody's hurt. Jones of the Daily Mercury, Smith of the Evening Blade, and Robinson of the Morning Sun, go down to the bottoms to get the story. Smith of the Blade calls up his office on the 'phone and says to the city editor: "Nothing doing, a Mick at the head of the sand gang hurt; he'll probably die; that's all."

Jones sends down a big special story on it. Jones's father is a politician and his uncle has had a job at the City Hall for years and Jones never can see anything in any story—but politics. So Jones makes a political story of the bank that caved in. He tells the name of the contractor who is digging the sand, how he got the contract and what a lot of the people's money he's going to make out of it, no matter how many gang foremen he kills in the work. Away down at the end of the story Jones mentions that the gang foreman has diied as he writes and that he leaves a wife and children at home.

Robinson of the Sun has a talk with the members of the gang—he finds out that Denny Sullivan, the man who was killed, was a big, good natured, generous bully of a slave driver. He also discovers that, just three days ago, Guiseppe Sanguinetti the leader of the Italians in the gang had a quarrel with Sullivan and flashed a knife during the dispute. Guiseppe said that some day he intended to get Denny Sullivan and send him home so that his wife would never know him.

And yet when the bank caved in on Sullivan it was Guiseppe Sanguinetti who risked his own life trying to save the boss of the gang—and when he saw that Sullivan could not live, it was Guiseppe who ran a mile to get the priest and it was to Guiseppe that Sullivan turned his dying eyes when he said: "Look after the wife, boys, she'll take it hard."

It took Robinson of the Sun just about ten minutes to get these facts and it took him half an hour to run up to Denny Sullivan's cottage with Guiseppe and break the news to Denny Sullivan's rosy little wife, Maggy Clancy, she was, of County Clare.

Robinson of the Sun didn't make a sob story of the sand accident—he didn't begin with a sentence full of tears and then have to work like a force pump all through the story to keep up the key—he didn't make out Denny Sullivan to be a great and noble man, far, far above all the rest of the men he worked with, and he didn't turn poor hot-headed, warm-hearted, revengeful, superstitious Gupiseppe Sanguinetti from a demon into an angel with a few clicks of his typewriter—he just told the story as it was—the plain, simple, straightforward, everyday story, usch a story as every man who works for a living in the world knows by heart.

And when you were through reading it, you saw the hot sun shining on the bank of sand and you heard the first winds of spring singing along the low bottoms of the willow fringed river—and somewhere in the story you remember a loving little woman standing in the doorway of the little house, she and her husband had just paid for a week before—waiting for Denny Sullivan tc come home.

Not a long story—it was all told in seven hundred words, nothing ambitious or high flown about it at all, and yet when the city editor read it, he cleared his throat and mumbled to the copy reader:

"Pretty fair story Robinson has made of this sand bank business. Guess you'd better front page it." And front-paged the story was, with a good snappy attractive head—a head that made you begin to read it—and the story did the rest.

And the next day Jones and Smith met at the Press Club, and Jones said to Smth: "Don't it beat your time, how Robinson gets such a pull with his paper. They front-paged his story on that sand bank accident yesterday. Mine was cut down to two sticks—and yours didn't get in at all, did it? I couldn't find it." And Smith says:

"Umhuh," and then they say, "There's no such thing as luck in this business." And Robinson being a man wise in his day and generation doesn't even smile or show by the flicker of an eyelash that he has overheard the conversation.

He just goes on and does the same thing a different way the next time, and some day when he is sent abroad to do a big international story and does it so well that it is copied from one end of the country to the other, Smith the Sub, and Jones the Dub, get together and wonder about it.

There were dubs and subs in plenty at work on a big story in San Francisco one night not so very many years ago.

Little Mary Mooney went to a picnic with her aunt and her mother one day some twenty-five years ago. Mary went to get a drink of water—and never came back. She was never seen or heard of again and the Mooneys spent every dollar they had in the world and every penny they could beg, borrow or raise, looking for little Mary, and Mrs. Mooney took to her bed and stayed there and John Mooney was never the same man again. This all happened twenty-five years ago, they say. About ten years ago John Mooney telephoned to the newspaper offices and said his wife wanted him to tell them that little Mary had come home.

The case had created great excitement when it was fresh. Everybody in California had heard about Mary Mooney and her mysterious disappearance—and there was great running to and fro and a gathering of photographers and a sending of interviewers when John Mooney hung up the receiver of the telephone.

The dubs and subs fell over each other rushing out to the Mooney house. They interview Mary Mooney, now a woman no longer pretty nor young, and she told them a strange story of wanderings over the face of the earth.

They interview Mrs. Mooney—counted the very tears on her cheeks and set a pair of baby shoes which Mary Mooney wore, the day before she was stolen, up on the little pine table and had them photographed too.

There was one hub at the Mooney party. He noticed that John Mooney did not say much to the girl who was supposed to be his long lost daughter, and he observed that John Mooney's eyes were full of a kind of haunted trouble whenever he looked at the thin face of his wife a-flush with joy and excitement.

"Where have I seen some one that reminds me of this Mary Mooney?" said the hub reporter to himself. "Is it her smile, her eyes, her voice? No, it's that trick of holding her head on one side when you speak to her—it can't be."

"No, yes, it is Mary Cuneo; that's who she looks like Why, she's the image of her. I'll just run down to the city prison and see whether Mary's there; it's just about time for her to arrive; it's been six weeks since she was out," and down to the city prison went the hub reporter. Yes, Mary Cuneo was there, brought in this morning, in a little worse state than usual. Yes, the reporter could see her and see her alone, and Mary Cuneo's wrinkled old face lit up with a strange cruel smile when the hub reporter said to her: "Come now, Mary, tell me who's this girl up there at Mooney's?"

And Mary Cuneo laughed a gurgling laugh that shivered through the fetid air of the city prison like the laugh of a hyena shivering through the moon-lit air of a desert camp, and said: "Well, son, you've got the story and I might as well tell you. Yes, you're right, it's my little Annie."

"No, she isn't after money. She said she wanted to know what it was to have a home and a mother for a few days. Little fool! I told her she'd get caught. I think old Mooney suspects my gal and——"

She laughed, did Mary Cuneo, and yet the hub reporter noticed that there were tears in her eyes and that there was something in her voice that sounded a little different from what her voice had ever been before.

The hub reporter took his paper a big beat and he made it a human interest story, too, with old John Mooney and his lonely wife and the guilty, deceitful girl in the center of the stage and old Mary Cuneo a kind of bad angel laughing and crying all at once in the wings.

And someone read the story and felt sorrow for the poor fraud and sent and offered a home and she took it and lived an honest life of hard work and a kind of humble happiness. And when old Mary Cuneo died of drink one unpleasantly foggy day in the chilled Pacific Coast summer, that hub reporter went out to the paupers' burial ground and put a ten cent bunch of violets on the unmarked grave of old Mary Cuneo.

He said he felt he owed it to her for she had given him the biggest story of his life—you can get a big bunch of violets for ten cents in San Francisco.

And all the other reporters took off their hats to the hub reporter who found himself on the Mooney story.

A good memory, a quick eye, the faculty of ready sympathy, the courage of his own convictions—these are the qualities that got that story for the good reporter. And he got it not "because he otter, nor yet because he gotter" but because he was a good reporter and couldn't help it to save his life.

Priest and potentate, the society woman, the poor little girl who dies in the garret because she's too proud to write home for money and too honest and too sweet a girl to get money dishonestly, the convict just escaping from the shadows of the gallows, the great artist, the great fakir, the great teacher—they all knock sooner or later at the door of the place where the good newspaper reporter lives and he tells us all about them as he sees them—in our daily paper. And according to the brain power, the quick sympathy, the clear insight and the cannons of his art, as he practices it, the world judges these people, the outside world which reads and does not know.

"I can call spirits from the vasty deep," says the character in the old comedy. "Aye," rejoins the one to whom he speaks. "Aye. So can I, but will they come?"

The good reporter can call spirits from the vasty deep, all sorts of spirits, white and black and gray and brown, and they come when he calls, and answer, "Here, master," when he reports.

The man who can call spirits from the deep, and from the mountains, too, is not the man who talks the strange language we old newspaper people love to call "reporter-ese."

The man who writes "reporterese" means well, perhaps, but what a dastardly outrage he is upon the feelings of the stricken community who must read his stuff or go without the news.

People do not live in big houses in the town where the man who writes "reporterese" works, they reside in "palatial mansions." They never go to bed, they retire. They do not put on their clothes, they don their raiment. Every woman, under fifty, is a dashing belle, and every man, who has two suits of clothes to his name, becomes a popular club man to the reporter who writes "reporterese." All the people he interviews talk exactly alike. Hinky Dink, the Chicago Alderman, gives him an interview on

ward politics and the "reporterese" reporter makes him talk like a professor of English in Harvard College.

Fifteen years ago the man who wrote "reporterese" was "in our midst," as he would phrase it, on every newspaper, big and little, from one end of the country to the other. Now-a-days he is going—going—and soon what a sigh we shall be able to give when we can say and say truthfully that he is gone.

Once I took an Indian chief to the top of the World building in New York, and we looked down and saw the ferryboats crossing the river, and beheld Broadway, creeping uptown like a queer little path covered with scurrying ants.

"This is a different world to the one you've been telling me about," said I to the Indian chief. "Tell me; if you could, would you bring it all back again, the wild life, out there on the broad prairie, the terrible battles, the feel of your enemy's scalp between your fingers, the hunger, the hatred,—would you bring it back if you could?"

And the great chief turned and looked at me as a man looks at a foolish, prattling child, then he straightened himself till the eagle feathers on his great war bonnet trembled like the pinions of some strange bird of prey, took the long stem of his quaint pipe out of his mouth, blew a wreath of purple smoke into the circling air, threw up his strangely delicate hand with the fingers separated: "Gone," he said. "Never come back—gone," and he went downstairs in the elevator, silent for the rest of the day.

"Gone"—or going, now the old fashioned, pretentious, high sounding stories we used to wade through in the papers. Gone—the political speeches printed in the disguise of news. Gone, or going, the man who made reporting a business; and coming—no, already here, the man who makes of reporting an art and one of the finest of fine arts at that.

Keep on turning them out here at your splendid School of Journalism, Dean Williams, teach them the how and the what and the when and the where, and then we shall have, through all the country, the newspaper reporter who practices the fine art of reporting—because he is a good reporter and can't help it to save his life.

Printers' Cost Congress of the Southern States

At the Cost Congress held in Atlanta, Ga., on Thursday to Saturday, April 20, 21 and 22, at which about two hundred employing printers were in attendance, Mr. Flagg of Chicago gave an illustrated lecture on a "Standard Cost Finding System." His lecture dealt with the following subjects: Pay roll, rent and heat, light, power, insurance and taxes, depreciation, bad debts, spoiled work, stationery and advertising.

He showed how in each of these details of business expenses may be lessened and how, by a systematic effort at economy, expenses may be materially reduced.

EXPENSES AND PRODUCTION

Mr. Cushing, of Boston, began his address by drawing a parallel between the work of the Massachusetts Agricultural College and such congresses as Southern printers are now holding. This school has been effective by decreasing expenditures and increasing production and inculcating scientific methods of cultivation.

By similar means, he said, conferences of printers, "class-room" meetings, can accomplish as much.

"Adapt your planting to your land," he said. "Cultivate. Make two ears of corn grow where one did before." This congress, he explained, was not to increase prices, but to save waste in time and material.

He gave a sketch of the U. T. A. and what it has done, and assured the Southern printers that any permanent organization they form will have the hearty support of this association.

An address was made by George W. Upton, of New Orleans, on "What a Cost System Means to the Printer;" and by Franklin Heath, Secretary of the U. T. A., on "What Cost Systems have done for Other Sections of the Country."

The following topics were also discussed: "Importance of Each Job Showing a Profit."—S. B. Klippelt, Commercial Printing Company, Birmingham, Ala.

"Averages as Revealed b yUse of Cost System."—W. O. Foote, Foote and Davies Company, Atlanta, Ga.

"Importance of Including Interest on Investment and Depreciation in Overhead Charges."—Chadwick P. Cummings, Secretary Philadelphia Printers' Board of Trade, Philadelphia, Pa.

"Success Through Organization and Co-operation."

"Expense of Installing and Mantaining a Cost System."—W. J. Hartman, President Chicago Ben Franklin Club, Chicago.

"Advantages of the Cost System to the Small Printer."—J. A. Morgan, Chairman American Printers' Cost Commission ,Chicago, Ill.

"Credits."—D. A. Byck (M. S. & D. A. Byck Company, Savannah, Ga.

Illinois Insurance Legislation

Mr. H. B. Seeley, consulting insurance expert to the special committee on insurance legislation of the Illinois Manufacturers' Association, in speaking before Chicago printers, March 30th, gave a history of fire insurance problems showing that rates were not only excessive for many industries including the printing industry, but lacked uniformity. For every $100,000 in losses, printers had been called to pay $200,000 to $250,000. The Illinois Manufacturers' Association had joined with other bodies to secure the passage of the Quincy bill which would open to the buyer of insurance all obtainable data as to actual cost of insurance, under the state authorities, and this would become a basis for the equitable making of fire insurance rates throughout the state.

The following resolution was carried unanimously:

Whereas, legislation has been introduced in the Illinois General Assembly by the Quincy Chamber of Commerce and the Illinois Manufacturers' Association, in behalf of an equitable system of fire insurance rating, and known as the amended Quincy House Bill 284; be it

Resolved, That the Ben Franklin Club of Chicago, an organization composed of two hundred of the largest and most progressive printing houses in Chicago, in meeting assembled this 30th day of March, 1911, hereby approves the amended Quincy House Bill 284, and request each member of the General Assembly to aid in its speedy passage. And be it further

Resolved, That the Secretary be instructed to send a copy of this resolution to each member of the General Assembly, and to each member of the Ben Franklin Club of Chicago, and that each member be requested to use his influence with members of the General Assembly from his District in behalf of this section.

A Publishers' Commission

SHALL ONE BE FORMED?

The President, having appointed a Commission to ascertain the cost of second-class matter, it would seem to be a wise procedure for publishers to co-operate in that work, and render every assistance in their power to make the investigation comprehensive, thorough and conclusive. To do this publishers will have to get together; therefore I venture to propose the formation of a *Publishers' Commission,* to be composed of one representative from each class of publicatons, each class to select its own representative, and supply funds to meet necessary expenses. There are seventeen classes that ought to have a hand in the matter, possibly more, as follows:

1 Religious and Educational
2 Trade
3 Fraternal
4 Agricultural
5 Metropolitan
6 Dailies in small cities and towns
7 Magazines
9 Literary (other than magazinesl
10 Law, Medicine and Surgery
11 Labor
12 Scientific and Mechanical
13 Afro-American
14 Advertising (who are in touch with advertisers)
15 Arts and Sciences
16 In Foreign Languages
17 Miscellaneous

SCOPE OF THE WORK.

1. To ascertain the actual cost of carrying second-class matter.

2. To ascertain, as far as possible, the amount of other classes of mail matter, created by the second-class.

3. To insist that publishers have restored to them their Constitutional right to the protection of their home courts, and the right of trial by jury where their property is at stake.

4. To acquire the essential, indisputable right to the use of the United States mails for their publications at a fixed rate without government espionage, interference or undue supervision.

5. To insist that publishers receive the protection guaranteed under Article VI of the Constitution of the United States, viz: "The right of the people to be secure in their persons, houses, papers and effects against unreasonable searches and seizures shall not be violated."

6. To earnestly endeavor to restore the amicable and pleasant relations that existed between publishers and the government prior to 1900. To confer with the President and postal officials as to how this may be brought about.

Let it be understood throughout that our intentions are in no way antagonistic to the official heads of the Post-office Department; that our sincere desire is to help solve the vexed questions between ourselves and the government; that we ask for nothing but what is fair and want nothing but what is right.

The objects aimed at, the vast interests at stake, justify the full and active co-operation of every publisher, and I trust no time will be lost in each class of publications naming its man, that the work may begin promptly, and be concluded without unnecessary delay

Shall there be a Publishers' Commission, and do you favor the objects as stated above? If so, name your man. WILMER ATKINSON.

Philadelphia, March, 1911.

Twenty-Eight Journalism Students Inspect Newspaper and Printing Plants in Milwaukee and Chicago

JOURNALISM STUDENTS AT UNIVERSITY OF WISCONSIN TAKE TWO-DAYS' TRIP TO SEE PRACTICAL SIDE OF NEWSPAPER AND PRINTING WORK.

Madison, Wis.—Twenty-eight students, in charge of two instructors from the course in journalism at the University of Wisconsin, spent two days in Milwaukee and Chicago, April 14 and 15, inspecting up-to-date newspaper, printing and engraving houses and watching the principles taught them in classes at the university being put into actual practice. The party, in charge of Prof. W. G. Bleyer of the Department of Journalism, and Grant M. Hyde, instructor in journalism, spent the first day of the trip in Milwaukee, where they visited the plants of the Milwaukee *Sentinel* and the Milwaukee *Journal,* the Streissguth-Petran Engraving Co., the Hammersmith Engraving Co., and the Cramer-Krasselt Advertising Co.

In Chicago the students were the guests of the Western Newspaper Union at dinner at the Chicago Press Club, Mr. John B. Gairing, editor of the *Western Publisher,* acting as host. The plants visited by the students in the Windy City included the Chicago *Tribune,* the Western Newspaper Union, the American Press, the City Press, the Lakeside Press and School for Printing Apprentices, the Associated Press, and the Barnes-Crosby Engraving Co.

The students who went on the trip were: J. H. Weir, Mukwanago, Wis.; George W. Christie, Milwaukee; Paul B. Berg, Redfield, S. D.; C. P. Shea, Sparta, Wis.; Ralph Toomey, Spearfish, S. D.; C. E. Jackson, Grand Rapids, Wis.; H. E. Bilkey, Dodgeville, Wis.; C. S. Coddington, Madison, Wis.; Edmund Buehler, Alma, Wis.; A. H. Brayton, Lyons, Ia.; A. H. Hallam, Sioux City, Ia.; W. C. Hornaday, Austin, Texas; Spencer Pease, Wauwatosa, Wis.; D. W. Connor, Marshfield, Wis.; F. C. Somers, Merrill, Wis.; W. B. Miller, Denver, Colo.; C. L. McMillan, Ft. Atkinson, Wis.; S. S. Hickox, Milwaukee; J. W. Harris, Winnetka, Ill.; R. R. Newman, Chicago, A. P. Haake, Chicago; R. C. Hall and Camilla Haley, Madison; Anna Mercy, New York; Jennie Tripp, Belvidere, Ill.; Aimee Zillmer and Harriette Fish, Milwaukee.

Stutes, Spokane, believes that buyers of printing would possibly be more interested in what others think and say of his work than what he could say himself, therefore he has arranged in booklet form some of the favorable notices he has received in some of the leading printing trade journals, and the endorsements of others competent to judge printing. The booklet is in characteristic Stutes style and on account of its novel treatment is sure to make a favorable impression on all who admire good advertising-printing.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

IN spite of the consequent loss in prestige, dignity, and real worth to the community from which each must draw its support, hundreds of American country weeklies are destitute of departments of editorials.

This state of affairs is attributable to one or more of several excuses. In some instances the plea is the lack of time; in others, lack of space; in some others, lack of inclination and energy, which last, I need not add, is a sin and a shame.

There are editors who do not feel able to attack the high and heavy themes commonly deemed proper for editorial treatment, and others hold it absurd to presume so far as to attempt to mold public opinion.

But in all, save in extreme cases, with one mighty sweep all these obstacles should be brushed aside. For, in neglecting the editorial, the weekly newspaper of to-day is hastening the abolishment of the original power and purpose of America's free press.

One fact which, once inculcated in the minds of our country editors, must tend to increase the number of editorial columns, is that it isn't at all necessary, nor even best, to delve into the deep sociological, political, economical, and technical problems of national interest and importance—that field so closely covered by the modern magazine and metropolitan daily—because every week every community worthy of a newspaper in itself produces subjects of ideal, adequate, and timely appropriateness for editorial consideration.

Let every country editor learn as soon as possible that sandwiched along with the news paragraphs is no place for editorial expressions, where, however, in weekly papers they are seen with deplorable frequency. Learn to give the news pure and simple on the news pages, and then, if the editor possesses brains enough to form a personal opinion on the events of the week as recorded therein, let him air them to his heart's satisfaction in a department set aside for that specific purpose.

To make myself clear, let us assume that I have an issue of a certain country weekly before me, in which the news stories are the local spring election returns, the improvement of the local opera house, the possibility of incorporation of a neighboring burg, the death of a local pioneer, the prospective erection of silos, etc.

Now, any one of these stories presents a fine subject for editorial effusion. Take, for instance, the first: Election returns. Myriad thoughts suitable for editorial expression are immediately impelled: The change from dry to wet and wet to dry in the vote on the license question in the various precincts, boss rule, young men in office, etc., are some of the many points that may be developed.

Next consider the opera house item. Here is an inspiration along that glorious topic of local improvement in which no real newspaper man should fear to flounder and in which all should feel at home.

And so with all of the items mentioned at random above: Each one carries with it the finest kind of incentive for editorial work in the so-called country press.

Of course, every editor—every writer has his own style of composition—an individuality and a forte—as truly as he has a handwriting all his own, and each will, therefore, be guided in the choice of his themes by his own natural taste and talents; but the fact remains nonetheless that he need not look beyond his local field for editorial topics.

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Thief River Falls, Minn., March 10.

O. Byron Copper, DeSoto, Wisconsin.

Dear Sir:—I am sending you, under separate cover, today, Vol. I, No. 1, of the Times, a new paper in this city, in which I am junior partner. I would be pleased to have you, as soon as possible, comment on the "rag" in the

Printer-Journalist, and in that way I consider I'll be able to make my efforts more nearly perfect.

There are one or two things I want to call your attention to: The first is regarding editorial dashes. Owing to the failure of the type company to include them in our outfit, it became necessary to use local dashes this week, but, hereafter, you will always find "ed" dashes in their proper place. The 12-point Devinne heads on the front page are also only a temporary affair, and we expect to use a different style next week.

Thanking you in advance for whatever criticism you may see fit to make, I beg to remain,

Yours sincerely,

Homer F. Mussey.

Happily, from a bit of biographical and autobiographical matter included in the Time's self-introduction, I have been able to find out something about the publishers of this new paper. The junior member of the firm, who addresses me with the above letter, has been known to me and this department of the National Printer-Journalist for some time past—but the senior member, Harvey E. Mussey, now first crosses the lines of my acquaintance. It seems that the

THIEF RIVER FALLS TIMES

A BIG MUSICAL TREAT

THE 1911 DIRECTORY

WOULD ERECT HOTEL

Don't Be Modest.

DATE HAS BEEN SET

DAMAGES CUT DOWN

Will Be Closing

Commercial Club Doings

Steiner

District Court

Another New Farmer

Boosting Thief River Falls and Pennington County...

TIME TABLES

Exhibit 1

senior Mussey is an old-timer in the newspaper field and ran a sheet in Thief River Falls when that present city of 5,000 souls was a village of only 250 inhabitants. His son, Homer F., we all know about—he's the able young job and ad man who has been showing us creditable examples of his work in these columns for some time past. It is apparent that the two Musseys are not going to make a "muss" of it, but are producing a clean, newsy, readable paper, which, in a town like Thief River Falls, ought to find a hearty and adequate support. In exhibit 1 the front page of this specimen is reproduced that all may see how far it is worthy of approval—and that, in my estimation, is considerable. I like the uniform typography, the conspicuous and proper treatment in detail and the symmetrical makeup. As to contents, no one could have a well-founded kick coming. The selection of news is indicative of reportorial sense and its style of composition is clear and cultured. The editorial page is good, in more ways than one. Choice of topics is wise, treatment of subject intelligent, style simple and concise, with an undertone of quiet wit. Typography of the displayed spaces, as pertaining to faces, is surprising in its ordinary quality. I might have anticipated more recent and pleasing faces than Devinne, Post Old Style, and Condensed Gothics, knowing that Homer F. Mussey had a finger in the pie. But these old faces are being put to neat use, all right. Aside from an occasional mixing of series, there is little fault to find. However, in selecting a new outfit, how much more economical, and of more advantage from every point of view, would be the buying of a complete series in weight fonts for the newspaper work. Of course, for the jobbing department a variety of ordinary job fonts is necessary; but for the paper some such a layout as the Cheltenham Medium family is the only proper thing. The compositor of brains finds plenty of room exploiting each advertiser's individuality, in the way of style of design and display, etc., even though working with a single series. The only serious fault I have to complain of in regards to this sheet is anent its mechanical makeup in other than its first page. Here the makeup man has done just the wrong thing—placed the larger ads to the top of the page, pressing the smaller ones toward the bottom, and forcing the news to the column-ends instead of reserving the column-tops for that purpose. The ads, too, have been scattered somewhat, whereas, the only correct method is to have them all arranged systematically according to size and shape, on the right hand side of the page. A nice impression is secured on this initial edition of the Times, giving it a bright and pleasing appearance. As to the points mentioned by Brother Mussey in the foregoing letter, I wish to reply, that the Devinne heads will do, and as to the editorial dashes, I look upon that as an immaterial matter. True, there may be a rule in the profession to the effect that editorials must be separated by a double line, one line heavy and

the other light, but so far as rules are concerned I seldom learn one except through some radical violation of them, and, as to what kind of dashes should appear between matter, that all depends upon the style or choice of the man behind the gun. Of course, on daily papers, the use of a different style dash in the various kinds of matter as a guide to the makeup, is indispensable, but a single line dash looks good to me anywhere you put it. Some printers cling to the ancient idea that displayed advertisements are apt to encroach upon the space of each other and fight unless divided by strong, double lines of brass, but I can see no necessity for more than a single line for that purpose, either. I like anything in the art that counts on the side of simplicity. For instance, here's this ad (exhibit 2) of Brother Mussey's: I presume he figured that by throwing the display to one side and the panel to the other, he was getting out of the ordinary rut into the field of versatility, or doing it different from the other fellow; but I wish I could impress all of you ad compositors that the great advantages of simplicity, even though by following out those lines one may feel sometimes that he is being led past the unusual or

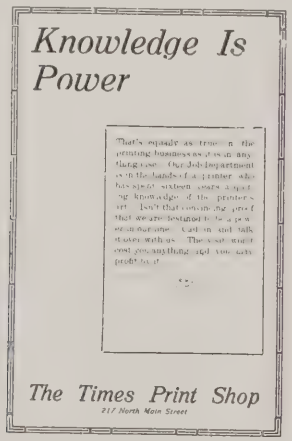


Exhibit 2

extraordinary. Nine times out of ten, the most striking example of typography, the most unusual and the most remarkable, is in fact the most simple. In this advertisement, let everything have been centered, with the same amount of white space above the display as appears at the ends of the longer line, and the result would have been far more extraordinary, because possessing then the quality that appeals to the well-balanced eye and brain—which is the golden thread running through all judgments.

Mapleton, Minn., March 24, 1911.

Mr. O. Byron Copper, DeSoto, Wisconsin.

Dear Sir:—Under separate cover we are mailing you copies of the Blue Earth County Enterprise for your inspection, and we would consider it a great favor if you would please criticise on them in the National Printer-Journalst.

Thanking you in advance I beg to remain,

Fraternally yours,

H. L. Rogers.

In all my several years of service in this department of the National Printer-Journalist—and this is my anniversary month—I have never seen a better country weekly than this Blue Earth County Enterprise, which statement can be applied to more than one feature. It is one of the few papers that reach me from time to time which create in my breast an envy. I would be proud to publish so good a paper as this. The first page of every edition of this sheet is usually a study of fine art. The one discernible defect is the headline, which is of an Old English face that fails to jibe with the rest of the page's Roman beauty. Typography is charming, the dress being linotyped and the

Blue Earth County Enterprise.
MAPLETON, BLUE EARTH COUNTY, MINNESOTA, FRIDAY, MARCH 24, 1911
NO. 43.
WANT MILL REBUILT
SECURE A BIG MILL
A QUALITY SYSTEM
STILL CLIMBING UP

Exhibit 3

heads in pleasing, uniform lines, the presswork a veritable delight and the contents ideal. Headed news stories of local interest fill up the first page of the six-column quarto; on the fourth page appear the editorials, bright, timely, and sprightly; on the fifth page are the short locals—hundreds of them—and on the last page are the country news letters, some of them occupying fully two thirds of a column. The Enterprise is printed wholly at home, with an interior made up partly of A. P. A. plate. In the repro-

duction of the front page (exhibit 3) I ask the reader to note the fine balance maintained, even to the minutest detail. The editorial work on this excellent sheet is all of a high order, marked throughout by clear rhetoric and crisp thought. The editorial department proper, as intimated, is fresh and sparkling, being in the main along topics of local pertinence. They are high in literary merit, each one bespeaking the care and professional interest by which it was created. How up-to-date and enterprising is the publisher of this admirable sheet is hinted by the illustration of important news stories, as well as by the thoroughness with which the local field is covered. How easy it is for me to detect and know that there is a competent printer setting ads on this paper. Almost any old scrub print can compose type lines, but it takes skill to properly space an ad. Some printers never see the difference. They see on'y the lines of type and the characters composing them. If the lines show up pretty fair, in their opinion, the ad's all right. The skilled artist sees first his ad in groups, or

GREINER'S
Clothing - Store
Bring Your Boys Here
See What $5.00 Will Do
Shoes for Spring

Exhibit 5

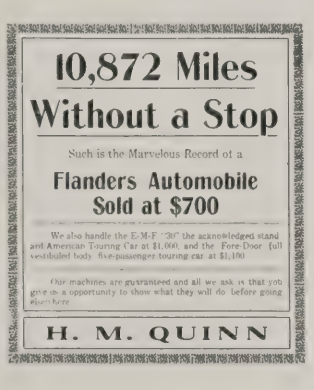

10,872 Miles
Without a Stop
Such is the Marvelous Record of a
Flanders Automobile
Sold at $700
H. M. QUINN

Exhibit 4

masses. He uses only two colors—black and white, with the two mixed occasionally, giving him his third shade, gray. Black, gray, and white—those are the tones in which the skilled ad man views his work. The black display lines, the gray body masses, interspersed with blocks and streaks and margins of white. And the result depends just as infinite'y upon how those streaks of white are distributed, as upon what type face is chosen, or how they are set. And no landscape artist was ever more careful with the mixing of his tints than is the skilled compositor with his gray masses. If all the white is daubed in on the right hand side of the mass (which many compositors do unconsciously by invariably inserting all extra spaces in the outer end of the line in the stick) the result cannot be pleasing; but all lines must be spaced evenly, so that when printed the result will be a smooth and even mass of gray. The skilled compositor looks out for the shoulders on type lines, and allows accordingly; the dumb-heads who call themselves printers haven't yet tumbled to the fact that type has a shoulder, or, if tumbling, have failed to consider whether it is better to have the greater white space above or below the line. I have seen hundreds of specimens of printing—inferior printing, which would have been good printing if only properly whited-out. This Enterprise ad man understands what I mean. But it seems to be a sixth sense acquired on'y by deep contemplation of the subject, and by some never. I verily believe, however, that this massing, whiting-out, or spacing of a piece of composition is the main secret of good printing. Exhibits 4 and 5.)

Clark, S. D., March 25, 1911.

O. Byron Copper, DeSoto, Wisconsin.

Dear Sir:—Am sending you under separate cover our Christmas edition of the Republic-Courier. Want you to look over the ads and give criticisms in your Printer-Journalist department. In fact, anything you find wrong about it, say something, and, if there's any good points, we'll be glad to know about them, too. Hoping you won't throw these into the waste basket, I beg to be,

Yours truly,

Roy A. Bast, Foreman.

The Republic Courier is a five-column, all-home-print, with the largest sworn circulation and the only linotype in Clark County. This Christmas special consisted of sixteen pages, printed throughout in the two regulation Christ-

McLean-Bearsch Ware Co
Beautiful Christmas Merchandise Now Ready

Exhibit 6

mas colors—red and green. Working this combination sparingly, you can imagine how effective the result. As the office foreman is my correspondent, and he has called my attention first to the ads, I turn to them at once: Most of them, even in prosaic black on white would be beautiful—in the combination red and green they become more than that. Take, for instance, ex-

hibit 6, which is technically one of the most perfect ad-specimens I have ever reproduced, and imagine it all in green with the exception of the

An Automobile for Christmas
Why Not? An Overland or Ford Automobile would make an ideal Christmas present. Why not make your wife, son, daughter, yourself and the whole — family on this day of all days?
We have secured the agency for these cars for this territory and know that in either of these two cars we can give you all the necessary comfort of high priced cars and at prices within reach.
The Overland Motor Cars for 1911
Overland
4 Cylinder Ford, Price $780. Fully Equipped
It's Highway Robbery
Brown Bros., : : Clark, S. D.

Exhibit 7

nameplate at the top, which was red. Wouldn't that attract the eye of the most unartistic? Again in exhibit 7 the big motor car cut appeared in red, balance in green. Exhibit 8 was

Home, Sweet Home
Everybody Wants a Home Yet many have an exaggerated idea of the cost of building one, so they continue to put their money into the landlord's purse. If you would like to build a home of your own, come in and see us. No matter what you want to build, be it a Modern Home, an Up-to-Date Barn, Granary,
Kindly give us an opportunity to
Quote You Prices
on whatever you may be in need of in our line
Compo-Board
kept in stock. Has many uses. Come in and let us explain to you
Silos
We Sell Silos and want your orders early
Corn Crib, Machine Shed or Windmill
makes no difference. We can supply your wants in Lumber, Shingles, Lath, Doors, Sash, Building Paper, Lime, Cement, Brick, etc., in fact ANYTHING in Building Material. Sincerely grateful to you for past favors, we will endeavor to merit a continuance of your esteemed patronage. We extend to you our Best Wishes and Compliments of the Season
Hayes-Lucas Lumber Company
I. C. Loughlin, Manager

Exhibit 8

all in green, but none the less an excellent specimen. I can best dismiss the ad-feature of this review by stating that the compositor of these specimens is but little in need of instruction; he has the rudiments of good ad-cmposition down fine, and is producing some of the best work in that line that I ever had the pleasure to inspect. He understands displaying, massing, balancing and designing, and as he goes along in the trade he will naturally improve. Writing is merely setting one's thoughts down on paper, therefore, it naturally follows that one who can't think can't write, and likewise one who can think must be something of a writer if he will only try. Editor J. K. Coe of the Republic-Courier can both think and write, and, in getting up this Christmas edition he evidently had to do quite a little of both. There was a lot of good stuff in this special edition, local news and a few editorials, besides some special dope. And the advertisement patronage was immense. The impression was a trifle heavy, and it looks as though the folder had been bucking, as only those infernal machines know how to buck, sometimes.

Russellville, Mo., March 3, 1911.

O. Byron Copper, DeSoto, Wisconsin.

Dear Sir:—Your criticism on two copies of the Rustler, which I am sending you to-day, would be greatly appreciated.

The paper is by no means perfect, but we flatter ourselves that we issue the best paper in the state for a town the size of Russellville.

The regular size of the Rustler is eight pages, but it is seldom that we are able to "squeeze" into the regular size.

One feature I believe will meet your approval, that is the clean front page, but the ads, etc., await the hatchet.

Yours very truly,

R. H. Parker, Foreman.

A few paragraphs back I mentioned in connection with my review of another newspaper, that I would be proud to be its publisher, and here so soon I come upon the second sheet of which to be publisher is an honor. B. Ray Franklin is that man—a name that has had mention in these columns off and on for years. I think the Russellville Rustler is a fair sample of what can be done by a thorough, all-around newspaper man at the helm, with lots of hustle and enthusiasm back of his practical education in the calling. I know that half the newspaper failures are due to ignorance and unfitness of the man at the head of the enterprise. It may not be necessary that all newspaper men should be born to the craft—I guess they can be made all right, by years of hard training—but one thing I'm sure of, few men can jump into a printshop off a farm or out of a school room, and in a twinkle become successful publishers. As I have said before, I am convinced that the fellow who makes the most successful newspaper publisher is he who started at the first round of the ladder

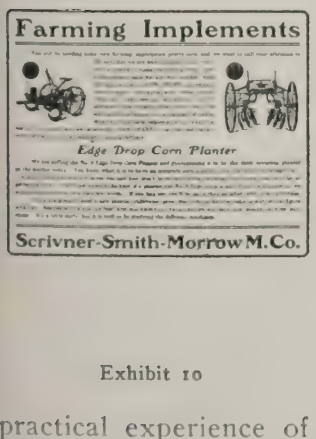
and worked his way on up to the top. The practical experience and knowledge thus gained of all the ins and outs of the business becomes an invaluable aid to a publisher in the economical

RUSSELLVILLE RUSTLER

OFFICIAL PAPER OF COLE COUNTY

Exhibit 9

conduct of his office—and, as a rule, such men put out a good paper. How else do you suppose I could account for such an excellent sheet as the Rustler emanating from a little village of 500 people, other than by attributing it to the



Farming Implements

Edge Drop Corn Planter

Scrivner-Smith-Morrow M.Co.

Exhibit 10

Fencing Wire

The Royal American Kind

Investigate the Royal American

Scrivner-Smith-Morrow Merc. Co.

Exhibit 11

practical experience of its publisher? Take a look at the exquisitely clean front page of the Rustler as shown in exhibit 9. Note the high degree of neatness in evidence in every feature of this page. As to contents, few papers in Missouri or any other state can shame that of the Russellville Rustler. And every page is printed in a fashion to delight the most fastidious pressman. The ads, in the main, are fine, as I go to prove by reproducing a couple of the best (exhibits 10 and 11). Editor Franklin, like his sainted namesake, is a pithy editorialist. I've enjoyed reading his paragraphs in the copies at hand. From one of these I notice mention of the fact that the Rustler is stopped when the subscription expires—a matter on which I have pondered no little of late years. If all papers would only adopt the plan, why wouldn't it be the only sensible system—the only thing like good business? Suppose you ordered a dollar's worth of sugar from your grocer, and, after he had delivered the amount purchased, he kept right on bringing you a dollar's worth of sugar, ever so often, without any further order from you; wouldn't you feel kind of sore about it? You'd soon tell that grocer where to head in! The Rustler runs a lot of local and personal mention and an abundance of country correspondence, too,—another strong hint as to the secret of its success. Aside from its goodness, there's much about this paper that interests me, just as I dare say it interests nearly everyone else who sees it—it's just the kind of paper people can't help taking notice of—and when I've said that I've said a good deal.

Belleville, Kansas, March 23, 1911.

Mr. O. B. Copper, DeSoto, Wisconsin.

Dear Sir:—I hand you herewith a little miniature Daily which the Telescope issued upon the occasion of the annual meeting of the Commercial Club banquet.

We did not put very much time on it. The cartoon work was done by a local man. Belleville is a town of 2,300 population.

Any comments you may see fit to make will be appreciated by, Yours truly,

The Belleville Telescope.

The issuing of the little folio daily-special by the Belleville Telescope, in honor of the annual commercial club banquet, as explained in the foregoing missive, was a good idea, as an advertisement for the paper itself and as a boost to Belleville. It is a comical little sheet. The cartoons by the local man aren't much "better" than those by Gus Malles and H. A. MacGill in the Chicago Evening American, but they filled the bill pretty well. Contents of the little daily were good. They consisted chiefly of patriotic shafts intended to inspire the booster and likewise discourage the knocker, and for the purpose intended were wholly creditable.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

A pamphlet of twenty-four pages entitled, "The Arkansas Sunday School Herald," filled largely with names of Sunday School officers, programs of conventions and advertising, has reached this office. The fact of interest to readers of the National Printer-Journalist is that the entire composition of the book, advertising and all, was done on the Mergenthaler Linotype. It was printed at the office of the H. G. Pugh Printing Company of Little Rock, Arkansas. The advertisements were of some fifty different establishments, six of these reaching across the pages and being about 2½ x 5½ inches, the remainder being nearly square cards about 2½ x 2½ inches. We give this much to indicate the difficulties involved in securing proper display and satisfying the tastes or whims of the numerous advertisers.

H. G. Pugh, the head of the Company, writes, among other interesting things, as to the handling of this work:

The instructions and copy had not been in the composing-room more than an hour, when our foreman, Mr. H. E. Boyd, suggested that we make it a Linotype job from start to finish.

The work was done on a Model 3, with regular fonts of 8 point No. 2 with bold face No. 1 and 11 point Ronaldson with italic and small caps, and job fonts of 12 point Caslon Text and 12 point De Vinne with Antique No. 3. All of the rule used in the job was cast on the Linotype by means of border slides.

The 11 point program matter was set first. Then the font of De Vinne with Antique No. 3 was run into the magazine and the 12 point advertising lines were set. The lines in Caslon Text were composed from the job tray. The 8 point magazine was then put on, and the straight matter and advertising lines set. The operator placed the 12 point slugs on a galley before him and inserted them in the proper places while composing the 8 point matter, thus delivering the advertisements complete. The rule had been cast previously, and the 6 point matter on the first page was picked up from another form.

The time of the operator, including all changes and corrections, was 16 hours and 40 minutes; make-up of pages, 9 hours and 55 minutes; lock-up, 6 hours and 35 minutes. Total time for the 24 pages complete and ready for the press, 33 hours and 10 minutes.

The customer was well pleased, as well he might be, as it was a very attractive piece of work, and there was not a single complaint from any advertiser.

* * *

The Cleveland Folding Machine Company sends out a very handsome folder, in black and red, on brown stock.

It is printed so as to fold four and one-half inches from each end. On the outside of the first flap are the words, "More Profit in Your Bindery;" initial "M" in red and black border and ornaments in red and letters in black. On the other, or right-hand flap, is fastened an illustration of the folder in black, from halftone cut on enameled white stock. The back of the folder, 3½ x 9 inches, is taken up with extracts from original letters as to the merits of the machine, and a right-hand corner card, giving the name and address and the words, "The Cleveland Folding Machine is sold on an unconditional guarantee of absolute satisfaction. Further information and a complete set of sample folds—of value to any printer—will be promptly mailed on request."

"Use the enclosed card—mail at once."

The four inside pages are taken up with eighteen neat paragraphs, giving points as to the machine and what it will do.

On the whole it is a most admirable example of good advertising—clear, direct and "multum in parvo."

* * *

The latest Specimen Book—in loose-leaf ledger form—of Sigmund Ullman Company makes a most satisfactory showing of the colors, character and possibilities of their Doubletone Inks and Ullmanines. The work is particularly interesting and instructive, the pages bringing out the doubletone effects and displaying the brilliant colors and the splendid covering qualities of the inks, to perfection, and convincing every printer that these inks are most practical and economical and that artistic effects are easily obtained by their use.

This book is printed in a regular commercial manner, a medium-priced stock being used, and there is therefore no difficulty in any printer equalling if not in many cases surpassing the effects displayed.

The loose-leaf system provides for the insertion of specimens to be sent out from time to time, which will show new shades. By preserving the book, the printer is always assured of having intact an up-to-date line of Doubletone and Ullmanine effects. In this book many new shades are shown for the first time—effects which are not only unique but superior in artistic properties to anything yet brought out.

The "Cameo Art" Inks, in Black, Brown and Green, especially made for the dull finish papers now so much in demand, give intense, soft atmospheric effects, and by their artistic gradations of tone and depth of color, rival photogravure.

BRIEF NOTICE IN THE MAGAZINE PRODUCTIVE OF BIG RESULTS.

National Printer-Journalist, Ravenswood, Chicago, Ill.

Gentlemen:—Referring to the enclosed clipping from your last issue in regard to opening for newspaper at Gransburg, Wis. I have advice from the party who was handling this matter that he is in receipt of so many letters in regard to it from parties who would like to start a paper that he requests us to discontinue the announcement.

Will you kindly arrange accordingly? I assure you of our appreciation in your co-operation in the matter, which seems to have been most effective. Very truly yours,

A. M. CLELAND, G. P. A.

WANTED

Responsible printer agents for engraved wedding invitations, announcements, visiting and business cards, embossed business, society, fraternity and sorority stationery; complete sample outfit with full instructions free to those who mean business; best quality of work, prompt service, reasonable prices and liberal commission.

STAFFORD ENGRAVING CO.

Indianapolis, Ind.

WANTS AND FOR SALE

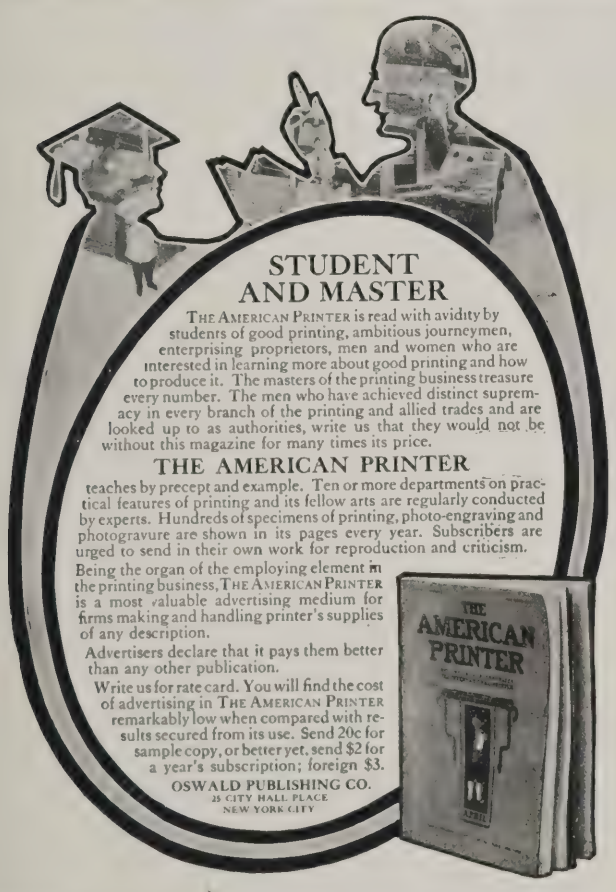
Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

FOR SALE—14½ x 22 C. & P., $240; 12 x 18 C. & P., $195; 10 x 15 C. & P., $150; 8 x 12 C. & P., $95; ⅞ inch Stitcher, $105; 19 x 25 Bab. Stand., $500. When you need NEW or REBUILT Machinery and Material, see A. F. Wanner Mach. Co., 215 W. Congress St., near Fifth Ave.

A COLD SIMPLEX STEREOTYPING OUTFIT, $10 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

EDITORIALS—Ready-to-wear. Fit guaranteed, no politics, religion or wind; sprightly, topical, not faddish Samples sent. Weekly Service Syndicate, DeSoto, Wis.

ANYBODY can make good cuts with my simple zinc etching process. Specimens and particulars for stamp. Process $1.00. DAY, WINDFALL, INDIANA.


STUDENT
AND MASTER
THE AMERICAN PRINTER is read with avidity by students of good printing, ambitious journeymen, enterprising proprietors, men and women who are interested in learning more about good printing and how to produce it. The masters of the printing business treasure every number. The men who have achieved distinct supremacy in every branch of the printing and allied trades and are looked up to as authorities, write us that they would not be without this magazine for many times its price.
THE AMERICAN PRINTER
teaches by precept and example. Ten or more departments on practical features of printing and its fellow arts are regularly conducted by experts. Hundreds of specimens of printing, photo-engraving and photogravure are shown in its pages every year. Subscribers are urged to send in their own work for reproduction and criticism.
Being the organ of the employing element in the printing business, THE AMERICAN PRINTER is a most valuable advertising medium for firms making and handling printer's supplies of any description.
Advertisers declare that it pays them better than any other publication.
Write us for rate card. You will find the cost of advertising in THE AMERICAN PRINTER remarkably low when compared with results secured from its use. Send 20c for sample copy, or better yet, send $2 for a year's subscription; foreign $3.
OSWALD PUBLISHING CO.
25 CITY HALL PLACE
NEW YORK CITY
THE AMERICAN PRINTER

Only publication in southern county seat was bought twenty months ago on credit for $1250. Since then owner has paid for property out of earnings of paper, added $1600 worth of new machinery, supported a family nicely and kept up heavy life insurance. Town of 2500. Only printing office in town 1910 cash receipts $5218. Owner operated with pay roll of but $18 per week and total expenses of but $1790, leaving him $3428 return for personal work and investment. Has just been admitted to bar and wishes to practise. Price $2800 cash. Cottrell pony, C. & P. jobber, gasoline engine, paper cutter, etc. Proposition No. M.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

HELPS TO SUCCESS

The most successful men are those who "read up" on subjects affecting their life jobs. Here are works which will help anyone in a printing office, from owner to apprentice.

ESTABLISHING A NEWSPAPER, by O. F. Byxbee. Cloth; 113 pages; price, 50 cents.

GAINING A CIRCULATION, by Charles M. Krebs. Five hundred ideas; 60 pages; 50 cents.

CONCISE MANUAL OF PLATEN PRESSWORK; complete treatise on subject, 25 cents.

MODERN PRESSWORK (cylinder) 138 pages; cloth, $2.00.

PRACTICAL GUIDE TO EMBOSSING AND DIE STAMPING. Cloth, $1.50.

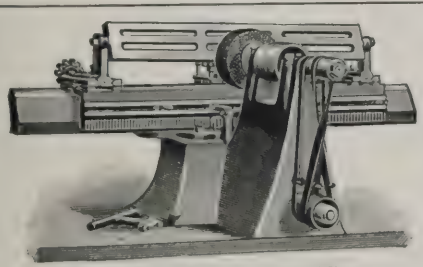
SPECIMEN BOOKS—Handiest of all adjuncts for job-work.

They help sell printing and give the boys an idea of how jobs should be set. Few type faces and simplicity of arrangement are the prevailing features of these books:

BILL-HEADS, 25 cents.
COVER AND TITLE PAGES, 75 cents.
ENVELOPE CORNER CARDS, 25 cents.
LETTER-HEADS, 50 cents.
PROFESSIONAL CARDS AND TICKETS, 25 cents.
PROGRAMS AND MENUS, 50 cents.

The best trade educator—THE INLAND PRINTER. $1 for four months; $1.50 for six months; $3 a year.

THE INLAND PRINTER COMPANY,
632-640 Sherman St., Chicago, Ill.



Type E Knife Grinder, Back View

Knife Grinders

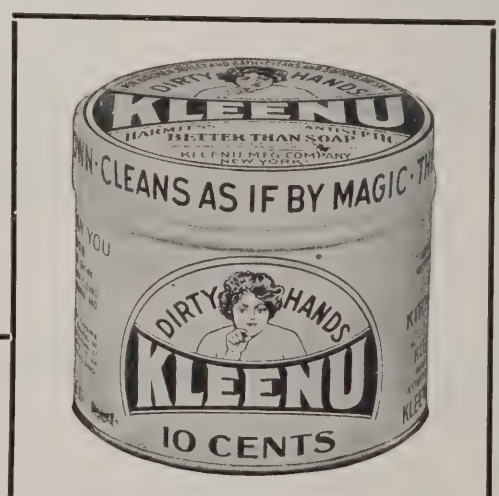
Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes, which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

BASOLIO INK & COLOR CO.
IMPORTERS AND MANUFACTURERS OF
LITHO AND PRINTING INKS.
DRY COLORS AND VARNISHES.
BASOLIO
250 W 27TH ST. NEW YORK

Basolio Quality INKS and Kleenu

FOR KITCHEN, TOILET AND BATH ★ CLEANS AND SOFTENS THE SKIN
DIRTY HANDS
KLEENU
HARMLESS TRADE MARK ANTISEPTIC
BETTER THAN SOAP
DIRECTIONS: USE AS SOAP OR SAPOLIO RUB IN WELL, MOISTENING SLIGHTLY, RINSE OFF.
KLEENU M'F'G. COMPANY
NEW YORK



Roosen's Blacks

For years the plant of the H. D. Roosen Co. has been the headquarters for the best Black Printing Inks on the market.

They manufacture more fine Black Ink than any three other ink makers combined.

H. D. ROOSEN CO.

BROOKLYN, N. Y.

CHICAGO, ILL. TORONTO, ONTARIO

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Trea

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

JUNE NUMBER, A. D. 1911

NATIONAL PRINTER-JOURNALIST

CHICAGO, ILLINOIS

PRICE 20 CENTS

VOLUME 29 NUMBER 6

THE FOX TYPEWRITER

THERE IS NO TRICK IN BUYING A FOX TYPEWRITER

IT IS EASY TO BUY A FOX TYPEWRITER—THE HIGHEST GRADE TYPEWRITER BUILT

Simply sign your name to this advertisement and give us your address—a catalog will then be mailed you. From the catalog select the equipment wanted—style of type, width of carriage, color of ribbon, etc.—and a Fox Visible Typewriter will be sent you at once, express charges prepaid, or delivered to you by one of our representatives, **on ten days' free trial.** After trial you can make a small cash payment and pay the balance monthly. Simple and easy, isn't it?—and safe, too. Truly, "There is no trick in buying a Fox Typewriter."

Don't forget that "Fox" means **Highest Quality, Durability, Visibility, Speed, Light Touch**—and more and better automatic features than are found on any other typewriter. Send for catalog today and learn more about this wonderful typewriter.

NAME _____

ADDRESS _____

BUSINESS _____ Date _____

Fox Typewriter Co. 4506-4706 Front St. GRAND RAPIDS, MICH.

H23

THE COVER SUBJECT

THE "Butler" line of Covers is the greatest at your command. It is replete with tasty, serviceable, commonsense Covers, embracing twenty-six distinctly different qualities, infinite variety of colors, many sizes, finishes and thicknesses, affording a complete range to meet all demands.

There is nothing in our stock so freakish or expensive that it is impractical. We prefer not to burden you or ourselves with a lot of papers which lead to extravagance and ill judgment. Our prices are based on stock that sells which means that you are not obliged to pay an extra overhead charge on "dead" goods.

We will welcome a letter or postal from you expressing a desire to learn more about Butler" Covers.

J. W. BUTLER PAPER CO

CHICAGO.

ESTABLISHED 1844

DISTRIBUTORS OF "BUTLER BRANDS"

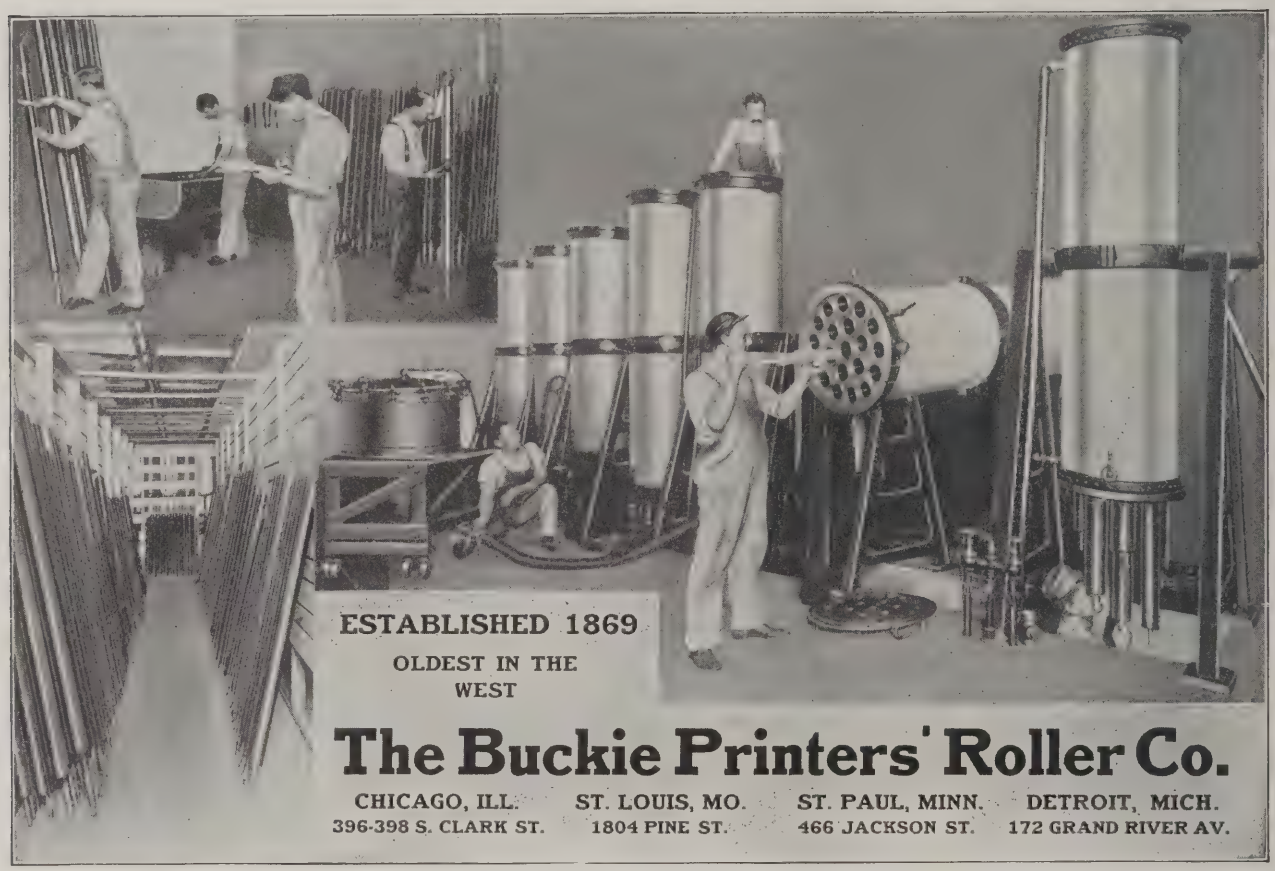
STANDARD PAPER CO., Monroe, Wis.

CENTRAL MICHIGAN PAPER CO. Grand Rapids, Mich.

PAPER

AZTEC BORDER

A Well Made Roller
Makes Money
and
Saves Many Times Its Cost



ESTABLISHED 1869
OLDEST IN THE WEST

The Buckie Printers' Roller Co.

CHICAGO, ILL. 396-398 S. CLARK ST.
ST. LOUIS, MO. 1804 PINE ST.
ST. PAUL, MINN. 466 JACKSON ST.
DETROIT, MICH. 172 GRAND RIVER AV.

Our Rollers Are Guaranteed

The Buckie Printers' Roller Co.

714-716 SOUTH CLARK STREET, CHICAGO

Branch Factories: St. Louis, Mo. St. Paul, Minn. Detroit, Mich.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

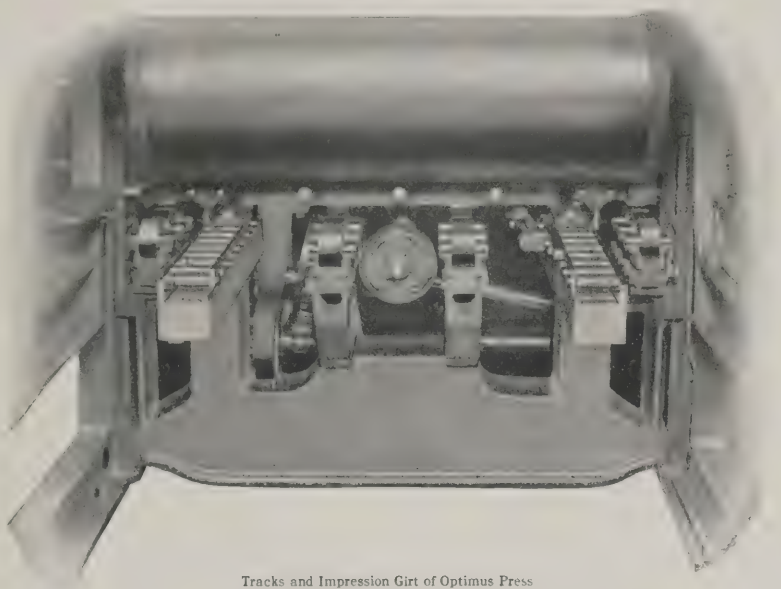
BARNHART BROS. & SPINDLER, WESTERN AGENTS, 163-172 WEST MONROE ST., CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omana, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus

The faults of the four-track arrangement bar it from the Optimus. Every four-track press we ever saw gutters on heavy work. The Optimus is the only two-revolution that does not gutter no matter what the form.

Presses gutter because they are weak. Though not always done, it is not very difficult to make the cylinder and its supports sufficiently strong. The bed support is the real problem, wherein the tracks figure importantly. Only the Optimus has solved it.

One need not go far to find an old Optimus that today is doing better work on heavy forms than any other press made much later, and supposedly especially to meet the condition. The reason is in the perfection of the Optimus bed supports. These are, mainly, the heaviest and strongest impression girt in use, and six tracks better calculated to enforce and maintain rigidity than any others.



Tracks and Impression Girt of Optimus Press

At no other point in the press is equality of bearing of more vital concern than in the tracks. The usual practice is the use of four tracks, each as long as the full travel of the bed. It is impossible to accurately adjust these tracks to compensate for wear. The middle tracks wear faster than those outside; even if little, it is enough to make trouble for the form and add time to make-ready. As the wear cannot be corrected it must grow worse. The condition is always aggravated by a weak center-girt, and guttering is set up to ruin forms and degrade work.

All Optimus presses, except ponies, have six tracks under impression line—two long roller tracks and four short wheel tracks. Each wheel track contains three five-inch wheels, each wheel almost instantly adjustable; and the two long tracks are more quickly and effectively corrected for wear than if they were a part of a four-track device. The steel used is of our own special analysis, a high grade, best for the purpose quality that gives stubborn resistance to wear in this trying service. There is nothing better to be used; it fits the duty exactly.

The wheel track is far more durable than the same length of roller track, and will retain adjustment longer. The wheels have three times the wearing surface of a straight track as long as their diameters. Three wheels five inches in diameter are equivalent to a track four feet long. Four feet of straight track cannot be concentrated under the impression line; but it is easily possible to place at this point of intense strain a track of wheels having four feet of track surface on their circumferences. Why a wheel track is more durable than any other device is quickly seen. In fact, the advantage of wheels for this purpose has been recognized at all times by press builders; but the difficulty in their use has been lack of accurate adjustment, and this we have successfully accomplished, positively, quickly, and simply.

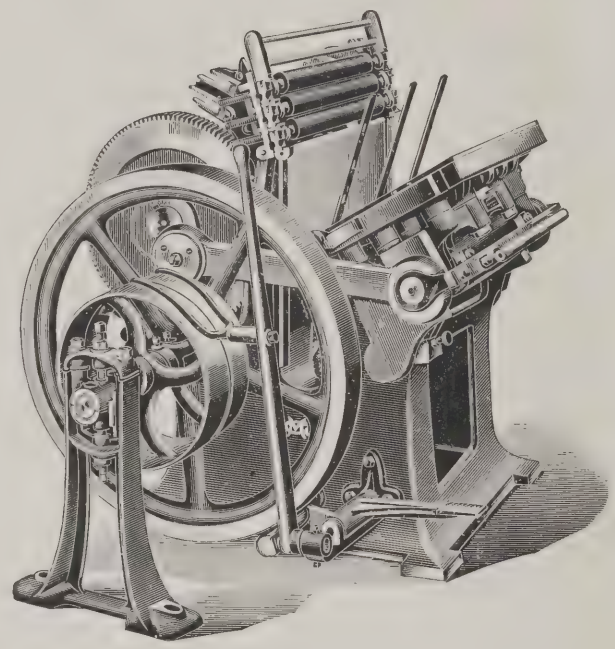
The massive impression girt and the six patented tracks, in conjunction with details of construction calculated to render all of supreme rigidity, give the Optimus a six-track support of sturdy structural integrity, wholly unique in its matchless strength. The machine is beyond the weakness of guttering, and does not grow old as others do.

The Babcock Optimus

SET IN AUTHORS ROMAN

THE GALLY

UNIVERSAL



WHY IT IS THE BEST PRESS TO BUY

1—Because it is built right and of the best material and every press is a perfect machine.

2—Because it cannot be equalled in rigidity of impression, smooth running and accuracy of register.

3—Because the arrangement of the fountain and rollers permits of better ink distribution than on any other platen.

4—Because the unusual strength and size of bed fits it for a wider range of work.

5—Because it is made in many sizes and styles, among which you will find the press you want.

6—Because it has been fulfilling all that can be desired in a platen for nearly forty years.

THE CATALOG WILL TELL YOU MORE—SEND FOR IT

NATIONAL MACHINE COMPANY
MANUFACTURERS
HARTFORD, CONNECTICUT, U. S. A.

The One-Machine Plant

E. Lowry's Sons

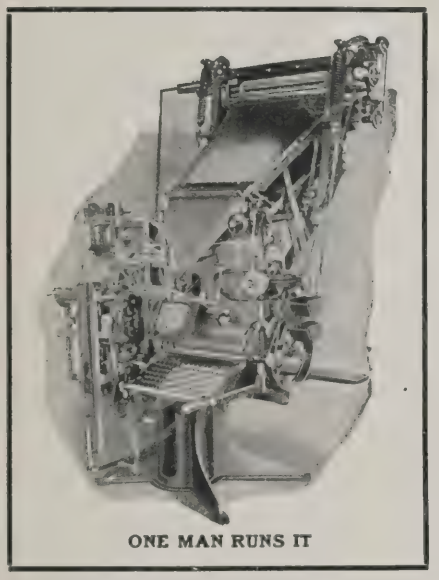
Publishers of

The Gibson (Illinois) Courier

Have had a

LINOTYPE

Only since last November



ONE MAN RUNS IT

They say:

"WE are sending you a copy of our Easter and Automobile edition, issued this week, thinking that you might be interested in the amount and variety of Linotype composition that it exhibits.

We have the 12 and 14-point Elzevir and Cheltenham Bold combinations, and by employing them extensively were enabled to handle a vast amount of advertising and get out a twenty page paper in one week without any extra help. *The Linotype has revolutionized our ad-setting*, giving us an almost unlimited capacity for handling the business, as well as enabling us to improve on the typography of the ads. By changing our style a little we can now get up many of our advs. altogether on the machine, and the same is true of much of our job printing.

With the Model Five machine we can change magazine, mold and line, to set a line or two, as quickly as the ordinary printer can set his stick and get a case of type out, and we get a brand new line every time and eliminate distribution."

The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO:
1100 South Wabash Ave.

MELBOURNE, SYDNEY, N.S.W., WELLINGTON, MEXICO CITY, } Parsons Trading Company

SAN FRANCISCO:
638-646 Sacramento St.

TORONTO: { Canadian Linotype, Limited, 35 Lombard St.

STOCKHOLM: Akt.-Bol. Gumaelius & Komp.
ST. PETERSBURG: Leopold Heller
COPENHAGEN: Lange & Raaschou

NEW ORLEANS:
332 Camp St.

BUENOS AIRES: Hoffmann & Stocker
HAVANA: Francisco Arredondo
RIO JANEIRO: Emile Lambert
TOKIO: Teijiro Kurosawa

C. I. Johnson Mfg. Co.

48-50 East Third Street, ST. PAUL, MINN.

Complete Printing Outfits in Stock

Masterman Roman — Standard Line

6-Point 20A $1.00 40a $1.00 $2.00
PROFITS INCREASED
With This Type Series 3

8-Point 18A $1.15 34a $1.10 $2.25
THE MASTERMAN
Commercial Printing

12-Point 14A $1.35 26a $1.40 $2.75
BEST MADE
Standard Line

10-Point 15A $1.25 28a $1.25 $2.50
EARN MONEY
Please Customer

14-Point 11A $1.50 22a $1.50 $3.00
FINE FACES OF TYPE
Orders Filled Promptly 8

18-Point 8A $1 65 15a $1.60 $3.25
SUPERIOR Quality

24-Point 5A $1.85 9a $1.65 $3.50
Tracks NORTH

30-Point 4A $2.15 8a $2.10 $4.25
SEND Order

36-Point 3A $2.65 6a $2.35 $5.00
Plant BIG

48-Point 3A $5.00 4a $3.00 $8.00
IS Fine

MASTERMAN ROMAN TYPE

Standard Line Highest Quality

Copper Alloy Metal

A neat Lithograph style of face for Bank and Commercial Printing

NORTHWESTERN AGENTS FOR

Evans Attached Folder

Everything in stock to make up complete and modern printing offices. Hamilton Wood Goods, Chandler & Price and Challenge Gordons and Cutters, Colt's Armory Presses, Scott Drum Cylinder Press, Perforators, Staplers, Stitchers, Ruling Machines, Folding Machine, etc.

C. I. JOHNSON MFG. CO.

"Johnsonized" Machinery, the Reliable Rebuilt Machinery

HANSEN TYPE **ST. PAUL, MINNESOTA**

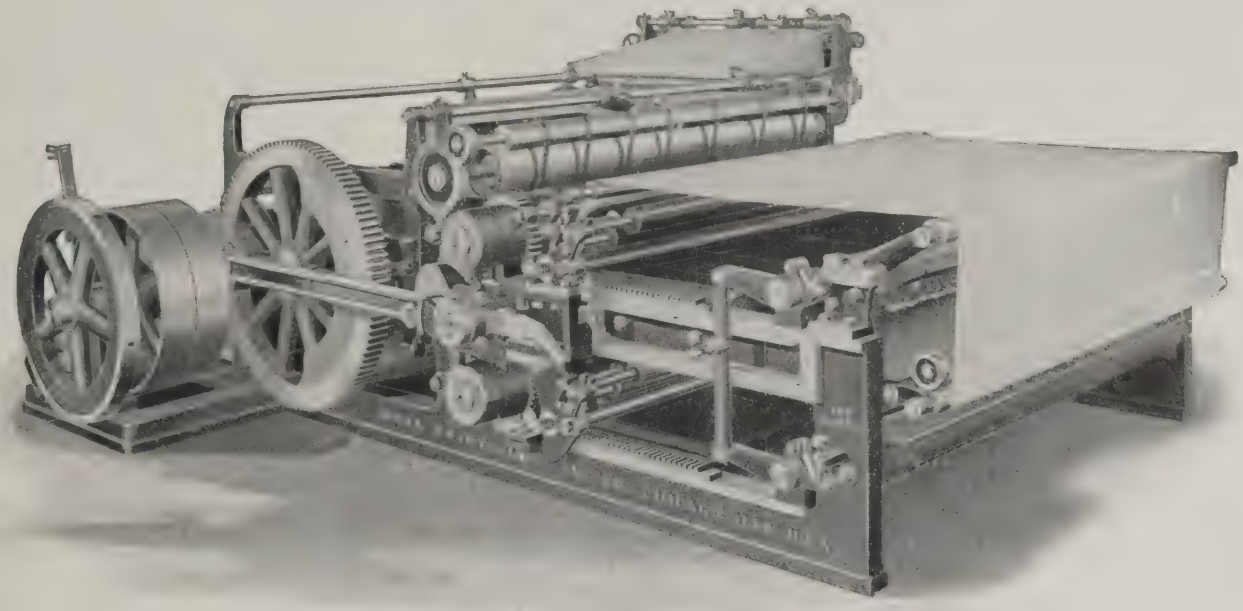
HALLEY'S COMET HAS COME AND GONE

But the GOSS "COMET" Press Has Come to Stay Forever

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS

THIS LITTLE PRESS WILL PRINT, PASTE AND FOLD FOUR, SIX OR EIGHT PAGES OF EITHER A SIX OR SEVEN COLUMN 13 "M" STANDARD SIZE NEWSPAPER



The "COMET" flat bed web perfecting press is the very latest accomplishment in newspaper machines for perfecting a four, six or eight page paper from type forms.

It is the most economical newspaper press on the market, and will save time, labor and money for the publisher, from the day of its installation.

It will save money because it takes less power to operate than any web perfecting press on the market.

It will save money on every paper it prints, as the cut of the web and reduced margins will make a continuous saving of white paper.

It will save money because there are less than half the composition rollers to maintain. All composition rollers are interchangeable, while the inking fountains are of the thumb screw variety (screws two inches apart).

It has double drive, angle bars for associating the webs, and practically a rotary tapeless folder.

The "COMET" will take up a floor space twelve feet square. It is four feet eight inches high, and will weigh sixteen thousand pounds, while a five horse power motor will be ample power.

Is this not an ECONOMICAL PROPOSITION?

PATENTED AND BUILT BY

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
Metropolitan Life B'ld'g.

16th Street and Ashland Avenue
CHICAGO, ILL.

LONDON OFFICE:
No. 92 Fleet Street
LONDON, - ENGLAND

TRY TO SECURE ONE OF THE PRIZES

OFFERED

ON
THE
BACK
OF THAT

INSERT

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO · BOSTON · PHILADELPHIA · ROCHESTER
DETROIT · MINNEAPOLIS · KANSAS CITY · DALLAS

SPEEDLIMIT

BLACK-INK

(MEANS ALL THE NAME IMPLIES)

A MARVELOUS QUEEN CITY PRINTING INK CO. PRODUCT

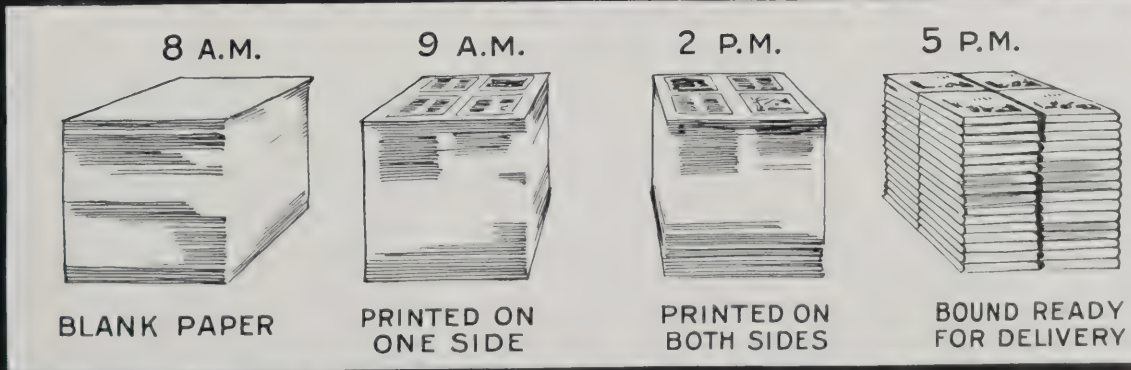
FOR USE ON ENAMELED AND COATED PAPERS

SETS ALMOST INSTANTLY

DOES NOT REQUIRE SLIP SHEETING

DOES NOT DRY HARD ON THE PRESS

PERMITS OF PRINTING, TURNING, PRINTING AND BINDING — ALL THE SAME DAY.



THE QUEEN CITY PRINTING INK CO.

CINCINNATI CHICAGO BOSTON PHILADELPHIA
KANSAS CITY MINNEAPOLIS DALLAS

$250.00 in Cash Prizes

THIS IS YOUR OPPORTUNITY

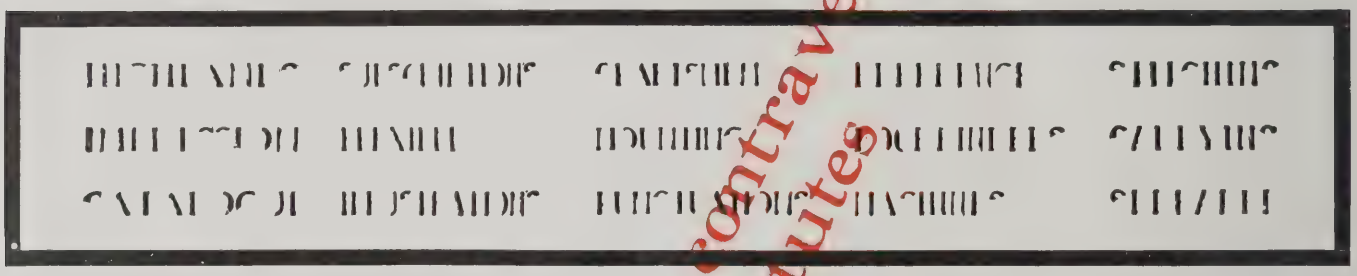
$100 To those in the State of Pennsylvania, or any state on the Atlantic Coast.

$50 To those in any state west of the Mississippi River.

$100 To those in any state west of the first mentioned states and east of Mississippi River.

To be eligible to secure any of these prizes, you must be in some way identified with the printing trade or allied industries.

The prizes will be awarded to the first one from the sections mentioned to send the correct solution to the list below.



THE ONLY OTHER CONDITION IS THAT YOU [illegible] AND THAT YOU GIVE THE NAME OF THE CONCERN WITH WHICH YOU ARE CONNECTED, OR THAT WITH WHICH YOU WERE CONNECTED AT SOME TIME DURING PAST TWO YEARS.

THE KEY PLATE TO THIS WILL APPEAR IN AT LEAST ONE OF THE PRINTING TRADE JOURNALS SEPTEMBER, 1911.

If you figure out before THEN the correct wording of this page, it will give you a tremendous advantage.

For your guidance, [illegible] is SPEEDLIMIT, when properly filled in.

Address, SPEEDLIMIT INK DEPARTMENT

THE QUEEN CITY PRINTING INK CO.

1925 South Street, CINCINNATI, OHIO

Cancelled because in contravention of lottery statutes

TO GUARD AGAINST *the* POSSIBILITY *of* WEAR

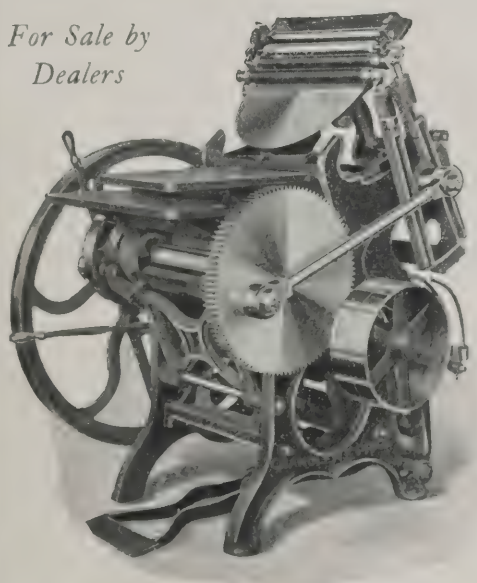
has always been one of the chief aims in the manufacture of the Chandler & Price Gordon Presses. The very best material and workmanship and a high standard in the construction ot every part have made them famous for their durability. It is carrying out this policy that an *important improvement* is being placed upon the

Chandler & Price Gordon Presses

consisting of a hardened steel segment, which reinforces and prolongs the life of the Large Gear Cam Wheel (illustrated and described herewith).

Future purchasers of the Chandler & Price Gordon Press will receive the benefit of this improvement without additional expense, and this is only another indication of the manufacturers' desire to place on the market the best of all Platen Presses, at moderate cost.

For Sale by Dealers



THE illustration shows the hardened steel segment now being placed in the raceway of the large gear cam wheel.

Owing to the fact that the cam roller and stud running inside the raceway is hidden from view, and therefore often neglected when the press is being oiled, the roller sometimes, instead of revolving as it should, sticks to the stud and slides in the raceway, cutting out the wall of the cam and causing a disagreeable noise in the operation of the press. This may also develop a slight flutter in the platen.

To guard aginst this possibility of wear, the steel segment is now being placed in the gear wheel, the roller itself now receiving the wear in case it should stick and slide, and may be renewed at slight cost and inconvenience, as compared with the purchase of a new large gear cam wheel.

Presses in use having worn cams can be permanently repaired by purchasing a new large gear cam wheel with a hardened steel segment.

ASK FOR FURTHER PARTICULARS

THE CHANDLER & PRICE CO., Cleveland, O.

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

UNIFORMLY EXCELLENT

ULLMAN'S INKS

COST ESTIMATES

Like weather predictions,

Occasionally prove correct.

But when a storm center

Starts from that "justasgood" ink

The job will crack in the middle

Trying to make both ends meet.

The best friends of Ullman's Inks

Are those who have tried others.

SIGMUND ULLMAN CO

NEW YORK
PHILADELPHIA
CHICAGO
CLEVELAND
CINCINNATI

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.

Patentees and Sole Manufacturers

ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

Hotel Latham

5th Ave. and 28th St.

NEW YORK

For Permanent and Transient Guests

One block from Madison Square Garden

EUROPEAN PLAN

Sample rooms for commercial men.

Table d'Hote Luncheon, 50c.

Club Breakfast. **Also a la Carte**

Rooms with use of bath, $1.50 per day.

Rooms with bath, $2, $2.50, $3, $4 per day.

A. L. PRATT, Managing Director

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *TheLadies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President
CHAS. E. NEWTON, Vice-President
CHAS. BISPHAM LEVEY, Treasurer
WM. S. BATE, Secretary

NEW YORK. 59 Beekman St.
SAN FRANCISCO, 653 Battery St.
CHICAGO, 357 Dearborn St.
SEATTLE, 411 Occidental Ave

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,

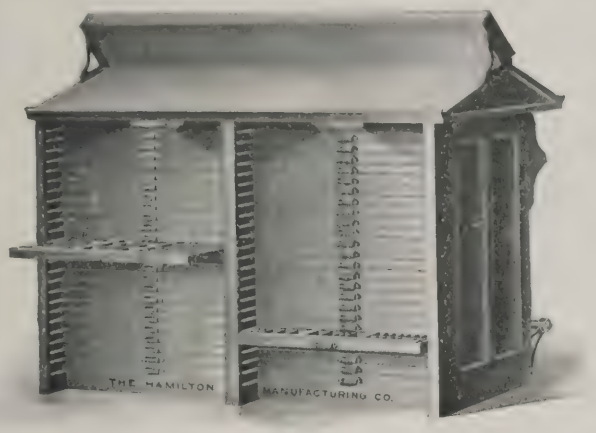
112 NORTH NINTH ST., - - CAMDEN, N. J.

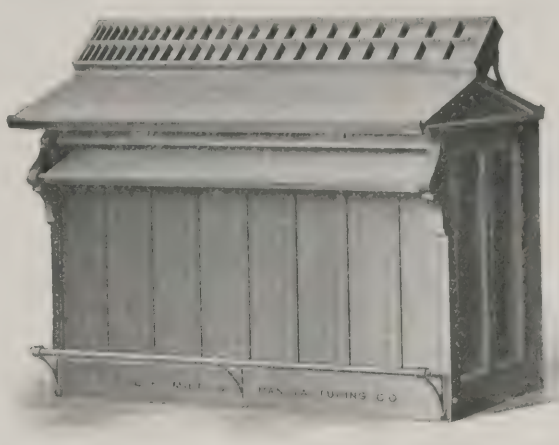
Progress Typewriter Supply Co., Ltd., London, England, European Agent

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

TRACY CABINETS

THE TRACY STEEL-RUN STANDS accommodating standard lip front cases have proved so popular, there has come a demand for this equipment in cabinet form. ¶ We show here the Tracy Cabinet which has flat steel runs providing a five inch extension front No brackets are required—a solid top serving as a working bank on both sides or for the accommodation of case equipment.





¶ The No. 28 Tracy Cabinet holds 48 standard California Job Cases. The top of Cabinet is reversible and adjustable. One side of the top will take an 18x72 Bettis Case; the reverse side will hold two pairs of news cases or two job cases at the front and a 9x72 inch Lead and Slug Case at the back as shown in the illustration. This arrangement provides a combination of the old news case equipment and the low job case equipment now coming into general use. ¶ We can supply these Cabihets with all late improvements, including foot rails, mortised label holders, number tacks and electric light equipment. ¶ We also supply these Cabinets with extra deep cases, a full description of which will be found in our circular. A copy of this circular will be supplied on all inquiries.

Ask for a copy of "Composing-room Economy," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing plants in the United States.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

OUR NEW CATALOG OF SPECIAL FURNITURE IS NOW READY

THE MILLER SAW-TRIMMER

A Standardizing Machine for the Printer

☞With or without Router and Jig-Saw attachment.
☞Easy to operate, Easy to buy. Easy to pay for.
☞Fully equipped, ready to run, 30 days free trial.
☞Freight paid anywhere in U. S. A.
☞Write for new illustrated price list.

Miller Saw-Trimmer Co.

813 East Superior Street ALMA, MICHIGAN

MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

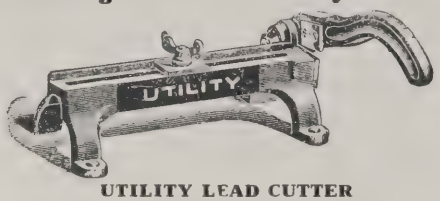
PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

TESTED, CONVENIENT, ECONOMIC

Labor, Time and Money Savers

The Mustang Mailer and Utility Lead Cutter

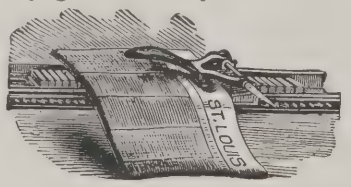


UTILITY LEAD CUTTER

STRONG, SIMPLE, ACCURATE

A strong, serviceable cutter for cutting leads and light brass rule. Positively the best cheap lead cutter in the market. Sold through dealers everywhere.

Absolutely guaranteed by the manufacturers.



THE MUSTANG MAILER

FOR ADDRESSING PURPOSES

A machine printing directly upon the paper or the wrapper—no pasting necessary. Can be operated by a boy; prints from 1,500 to 2,500 addresses per hour. A convenient, light and indispensable device. **It saves you Time, Money, Labor.**

PAVYER PTG. MACHINE WORKS

600-602-604 S. B'way, ST. LOUIS, MO.

THE THINGS WE DO

DRAWINGS

of any description, and for every purpose, in

PEN AND INK OR WASH

for Letterheads, Catalogs, Covers, Magazines or Ad. Designs.

MECHANICAL DRAWINGS

FROM BLUE PRINTS OR PENCIL SKETCHES.

BIRDS-EYE VIEWS.

RETOUCHING PHOTOGRAPHS.

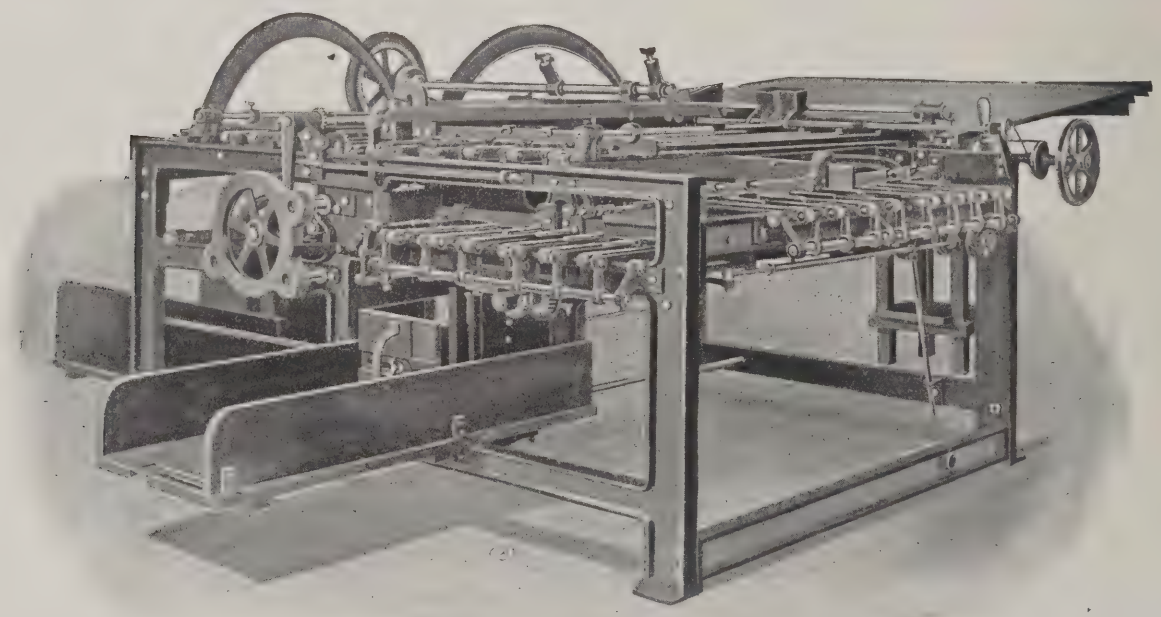
Half-tones, Zinc Etchings, Color Work of every description, in Two, Three or more colors, Wood Engraving, Wax Engraving, Electrotyping, Steelotyping, Nickeltyping, Stereotyping, Commercial Photographing.

JUERGENS BROS. CO.

167 ADAMS STREET, CHICAGO.

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

THE INCREASING USE

of Cutters that Cut—the kind that Royle makes, proves their superiority over cheaper imitations.

Write for circular.

John Royle & Sons
Paterson, N. J., U. S. A.

Engravers' Machinery

Megill's Patent Automatic Register Gauge

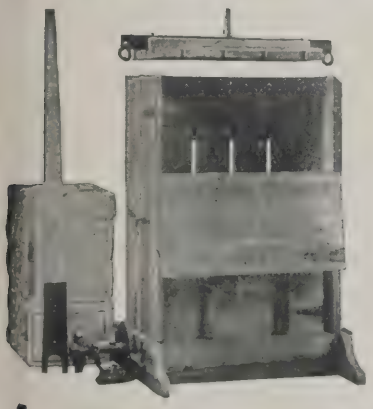
The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York

Waste Paper Pays!



WASTE paper is coming into its own. Better prices are being offered for it than ever before, and more merchants are beginning to appreciate its income-producing possibilities. It should no longer be destroyed or thrown away.

"The Handy" Paper Baling Press

satisfactorily fills every requirement. Can be easily operated by the average office boy. Bale weighing from 100 to 750 lbs., according to size of press, completed in single operation. No difficulty in removing or tying bale. Press occupies less floor space than any other baler. Performs even better service than higher-priced presses. Substantially built and will last indefinitely. Made in five sizes, $40, $50, $65, $75 and $85. Send for descriptive circular.

Offices in principal cities in middle West.

THE HANDY PRESS CO.
251-263 S. Ionia St. Grand Rapids. Mich.

The

Rouse Universal Block

Solves the Block Problem

THE SIMPLEST AND BEST SCHEME KNOWN FOR MOUNTING PLATES

One of the Multitude of Sizes

Size of Page—25 x 55 Ems.

You can make up **eight pages** like this in **five minutes!**

ASTONISHING RANGE OF SIZES

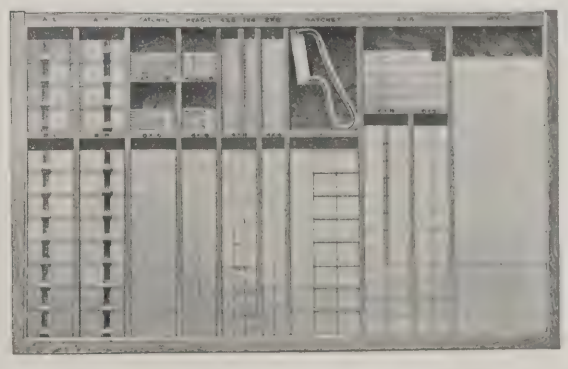
With a single set, costing only $55, you can make up eight pages into about **160 different sizes,** ranging from 17 x 25 up to and including 35 x 51 ems pica, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of two picas in either width or length, or both width and length.

BIG SAVING IN MAKE-READY, TOO!

The Hooks are extremely rapid, strongly made and simple in construction. The body is cast iron, the working parts steel. The jaw has a movement of five picas.

The Catches are made of brass and can not possibly work up on the press.

Bases of Iron. Point system—of course.



One Font Rouse Universal Blocks in Case (Cover removed)

Price, per set, including steel rachet and dust-proof Case that fits a printer's stand, only **$55.**

Don't waste any more time with out-of-date methods. Order at least one set to-day—**now.**

Sold by Dealers Everywhere

Made only by

H. B. ROUSE & CO.

2214-16 Ward Street, · CHICAGO

The Register Hook People.

"Globetypes"

Halftones and Electros From Halftones

The Best the World Has Ever Seen

The evidence of a 400-line **"Globetype"** (160,000 dots to the square inch) the halftone and electro printed on the same sheet for comparison, is yours for the asking.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

701-721 South Dearborn Street, - - CHICAGO

We make designs, drawings, halftones, zinc etchings, wood and wax engravings, copper, nickel and steel electrotypes—but we do no printing. Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a steel "GLOBETYPE."

TRADE MARK JJPC REGISTERED

INSIST ON THE ANCHOR TRADE MARK
IF YOU WANT SATISFACTION
IN PRINTING INKS

Jaenecke's Printing Inks

ARE THE KIND THAT SATISFY

We make all kinds for all grades of printing. If you are not entirely satisfied with the appearance of your work, you will make no mistake in putting your ink problems up to us. A postal will bring specimen sheets

THE JAENECKE PRINTING INK COMPANY

Main Office and Factory

NEWARK, N. J.

NEW YORK CHICAGO PHILADELPHIA ST. LOUIS DETROIT PITTSBURG

National Printer Journalist

A Journal For Printing And Allied Trades

Volume Twenty-nine | Chicago, June, 1911 | Number Six

Printers' Signs and Advertising

By Leon H. McNeil, Typographer and Designer

THE Rainbow in the Sky has been established as a "Sign of Promise." The sign before the door of the business place of the printer is, intentionally or unintentionally, a sign of promise. The printer within may be thoroughly competent to do the very best work in an acceptable manner, and yet, to the stranger, the sign-

Courtesy A. B. Doerty Printery, Findlay, Ohio.

without promises only inferior service. A good sign promises good service. A poor sign promises little or nothing. Thus we see the worthy printer does himself an injustice by having an inferior sign before his door. The customer will well remember the attractive sign, and be drawn to it long after its first appeal to him. The customer unconsciously forms a good opinion of the personality behind the "classy" sign, even though he has not met the man within.

The printer who sets out to establish a reputation for work of a superior kind should pay more than a little attention to the fixture that first greets the prospective customer. "This shall be a sign unto you" is a sentiment that can be incorporated in the aims of every ambitious printer. Especially so with regards to the sign at his door. It should be a sign of progressiveness, not slovenliness. It should be an outward indication of neatness and artistic taste within. The printer's sign is too often a mere label or placard that indicates little attention to the many details which, taken together, count for final success.

Go out into the street, dear reader, and take a long, careful inventory of your sign. Did it cost you ten dollars? If you had put twenty or thirty dollars in that sign, would you not have had something more satisfactory to yourself, to say nothing of its attractiveness to the passerby?

The printer says to the merchant, who wants to buy a xx wood envelope, "Here is a xxx rag envelope; don't you think that at the slight difference in price you would be better pleased with the better article?" The same argument holds good in favor of the better sign. Double the cost of an inferior sign and you will double—yes, many times double—the pulling power of that sign.

There are several very important things to consider when planning your sign.

First. Have you a trade-mark? If so, contrive some design wherein you can incorporate this trade-mark.

Second. Location of a sign is a very important—perhaps the most important consideration. If possible, and the ordinances of the municipal government do not forbid it, have the sign about the height of a man's face. That is, that a man coming down the street may see the sign as he approaches. Have it so located that he will not have to come right up to your door, and then hunt for the sign before he can find it. Many customers are good "price hunters," and can smell a "cheap" printer afar off, but for the sake of your own chances to even "figger" on the job, put the sign in such a place that it will be easy to locate.

Third. The color of a sign will sometimes spoil an otherwise good design. Do not have colors on the sign that swear at one another. Gold lettering and strip on a flat black or smalt background is undoubtedly the best. It will also cost the most. White lettering with black or dark blue smalt background also makes a good color combination for a sign.

Fourth. Motion always attracts attention. Have some part of the sign that will be movable, or swing in the breezes.

Fifth. If you want to make people talk about your sign, and take notice of it, you can accomplish this by having it repainted once in twenty years. If you have it repainted oftener than this the people will notice it oftener and talk about it more. They will even suspect you of being progressive and up-to-date.

Sixth. After you have gone to all the trouble and expense of putting up a nice sign, do not wait for the people to come and see it—**take it to them** on a nice folder, blotter or leaflet. Give everybody a picture of it, that they may recognize it when they meet it by the way.

And say, brother, just while we're talking about it, step to the door and take a look at your best friend, your good old faithful sign. Has it had a new dress recently? Is it getting baggy at the knees, so to speak?

This deserving servat of yours is perhaps appealing to you for help with one hand, at the same time beckoning to a customer down the street with the other. Give it just a little encouragement and it will work for you all the more faithfully. Remember, reader, your sign out on the walk is working for you while you are sleeping, fishing, or at the ball game. Day and night, winter and summer, in season and out of season. Give your sign a chance.

One of the best arguments in favor of the value of well printed stationery comes from the Kimball Press, Evanston, Illinois, in the form of

an attractive twelve-page booklet. The matter it contains and the way it is printed makes it sufficiently interesting to insure its being read from cover to cover. They say in part, "The price is not the thing to haggle over. It is the real value of your letterhead as a business promoter, the favorable impression that letterhead gives the man you write, that counts in our stationery."

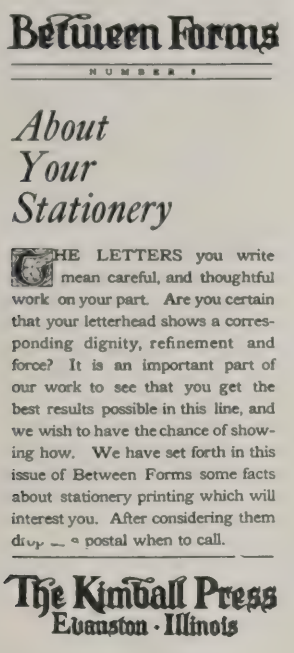
* * *

That the J. F. Cooper Advertising Company of San Francisco have the ability and facilities for designing and printing high class publicity matter is shown in a convincing manner in a collection of booklets recently received from their printing department. A booklet descriptive of Maple Park, Sacramento, for the Wood & Tatum Company of that city is one of the most beautiful examples of real estate advertising that has come to our notice. The interests of progressive advertisers on the Pacific Coast will be well looked after by the Cooper Company.

* * *

Advertising leaflets and booklets, under the title "Between Forms," issued by the Kimball

Press, Evanston, Ill., are all pleasing combinations of type and hand lettering arrangements. Some are in the form of monthly calendars, while others show mineature reproductions of their regular work. On Between Forms leaflet


Between Forms

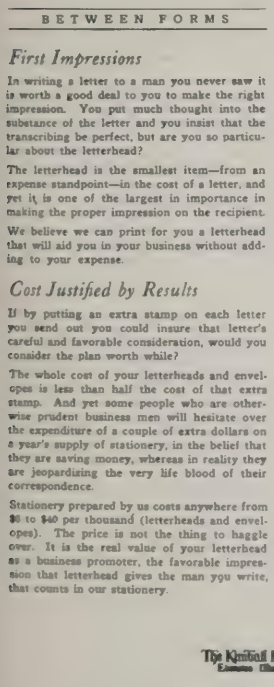
NUMBER 9

About Your Stationery

THE LETTERS you write mean careful, and thoughtful work on your part. Are you certain that your letterhead shows a corresponding dignity, refinement and force? It is an important part of our work to see that you get the best results possible in this line, and we wish to have the chance of showing how. We have set forth in this issue of Between Forms some facts about stationery printing which will interest you. After considering them drop us a postal when to call.

The Kimball Press
Evanston · Illinois

No. 12 they say: "As we finish one job and before we start the next, it is pleasant to stop a minute or two and take breath. Between Forms breathing spell gives us a chance to rejoice at the happy completion of the work finished, and fires our ambition to make the next job even


BETWEEN FORMS

First Impressions

In writing a letter to a man you never saw it is worth a good deal to you to make the right impression. You put much thought into the substance of the letter and you insist that the transcribing be perfect, but are you so particular about the letterhead?

The letterhead is the smallest item—from an expense standpoint—in the cost of a letter, and yet it is one of the largest in importance in making the proper impression on the recipient.

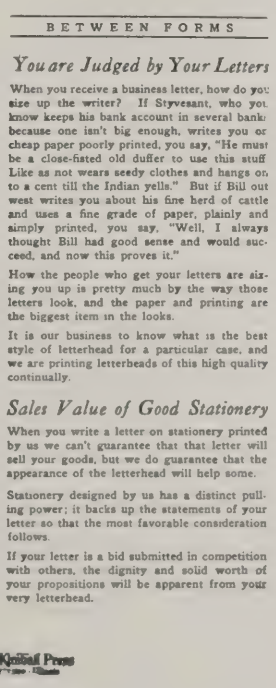
We believe we can print for you a letterhead that will aid you in your business without adding to your expense.

Cost Justified by Results

If by putting an extra stamp on each letter you send out you could insure that letter's careful and favorable consideration, would you consider the plan worth while?

The whole cost of your letterheads and envelopes is less than half the cost of that extra stamp. And yet some people who are otherwise prudent business men will hesitate over the expenditure of a couple of extra dollars on a year's supply of stationery, in the belief that they are saving money, whereas in reality they are jeopardizing the very life blood of their correspondence.

Stationery prepared by us costs anywhere from $30 to $40 per thousand (letterheads and envelopes). The price is not the thing to haggle over. It is the real value of your letterhead as a business promoter, the favorable impression that letterhead gives the man you write, that counts in our stationery.


BETWEEN FORMS

You are Judged by Your Letters

When you receive a business letter, how do you size up the writer? If Styvesant, who you know keeps his bank account in several banks because one isn't big enough, writes you on cheap paper poorly printed, you say, "He must be a close-fisted old duffer to use this stuff Like as not wears seedy clothes and hangs on to a cent till the Indian yells." But if Bill out west writes you about his fine herd of cattle and uses a fine grade of paper, plainly and simply printed, you say, "Well, I always thought Bill had good sense and would succeed, and now this proves it."

How the people who get your letters are sizing you up is pretty much by the way those letters look, and the paper and printing are the biggest item in the looks.

It is our business to know what is the best style of letterhead for a particular case, and we are printing letterheads of this high quality continually.

Sales Value of Good Stationery

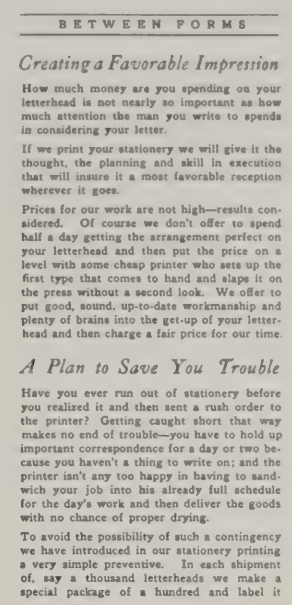
When you write a letter on stationery printed by us we can't guarantee that that letter will sell your goods, but we do guarantee that the appearance of the letterhead will help some.

Stationery designed by us has a distinct pulling power; it backs up the statements of your letter so that the most favorable consideration follows.

If your letter is a bid submitted in competition with others, the dignity and solid worth of your propositions will be apparent from your very letterhead.

The Kimball Press The Kimball Press

better. That is why we call our little messenger Between Forms, as it simply tells you in some way or other the news and gossip of our work." The Kimball Press realize that the busy man has no time to read unattractive and dull-looking advertising matter, and they are no doubt so busy originating and printing attractive literature, that they have no time for anything else.


BETWEEN FORMS

Creating a Favorable Impression

How much money are you spending on your letterhead is not nearly so important as how much attention the man you write to spends in considering your letter.

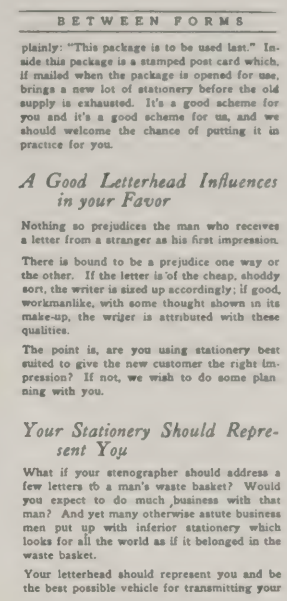
If we print your stationery we will give it the thought, the planning and skill in execution that will insure it a most favorable reception wherever it goes.

Prices for our work are not high—results considered. Of course we don't offer to spend half a day getting the arrangement perfect on your letterhead and then put the price on a level with some cheap printer who sets up the first type that comes to hand and slaps it on the press without a second look. We offer to put good, sound, up-to-date workmanship and plenty of brains into the get-up of your letterhead and then charge a fair price for our time.

A Plan to Save You Trouble

Have you ever run out of stationery before you realized it and then sent a rush order to the printer? Getting caught short that way makes no end of trouble—you have to hold up important correspondence for a day or two because you haven't a thing to write on; and the printer isn't any too happy in having to sandwich your job into his already full schedule for the day's work and then deliver the goods with no chance of proper drying.

To avoid the possibility of such a contingency we have introduced in our stationery printing a very simple preventive. In each shipment of, say a thousand letterheads we make a special package of a hundred and label it


BETWEEN FORMS

plainly: "This package is to be used last." Inside this package is a stamped post card which, if mailed when the package is opened for use, brings a new lot of stationery before the old supply is exhausted. It's a good scheme for you and it's a good scheme for us, and we should welcome the chance of putting it in practice for you.

A Good Letterhead Influences in your Favor

Nothing so prejudices the man who receives a letter from a stranger as his first impression.

There is bound to be a prejudice one way or the other. If the letter is of the cheap, shoddy sort, the writer is sized up accordingly; if good, workmanlike, with some thought shown in its make-up, the writer is attributed with these qualities.

The point is, are you using stationery best suited to give the new customer the right impression? If not, we wish to do some planning with you.

Your Stationery Should Represent You

What if your stenographer should address a few letters to a man's waste basket? Would you expect to do much business with that man? And yet many otherwise astute business men put up with inferior stationery which looks for all the world as if it belonged in the waste basket.

Your letterhead should represent you and be the best possible vehicle for transmitting your

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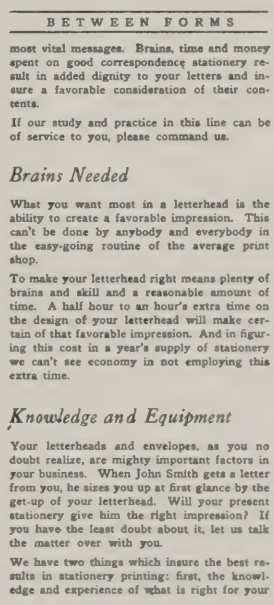
Every piece of advertising matter that leaves their shop is "out of the rut" and is so pleasing


BETWEEN FORMS

most vital messages. Brains, time and money spent on good correspondence stationery result in added dignity to your letters and insure a favorable consideration of their contents.

If our study and practice in this line can be of service to you, please command us.

Brains Needed

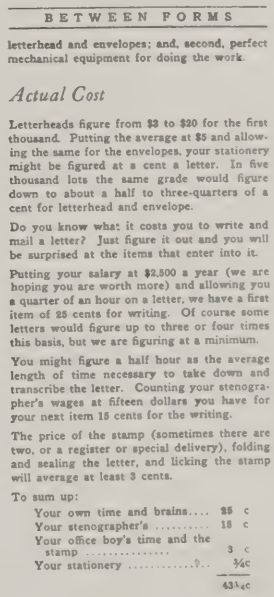
What you want most in a letterhead is the ability to create a favorable impression. This can't be done by anybody and everybody in the easy-going routine of the average print shop.

To make your letterhead right means plenty of brains and skill and a reasonable amount of time. A half hour to an hour's extra time on the design of your letterhead will make certain of that favorable impression. And in figuring this cost in a year's supply of stationery we can't see economy in not employing this extra time.

Knowledge and Equipment

Your letterheads and envelopes, as you no doubt realize, are mighty important factors in your business. When John Smith gets a letter from you, he sizes you up at first glance by the get-up of your letterhead. Will your present stationery give him the right impression? If you have the least doubt about it, let us talk the matter over with you.

We have two things which insure the best results in stationery printing: first, the knowledge and experience of what is right for your


BETWEEN FORMS

letterhead and envelopes; and, second, perfect mechanical equipment for doing the work.

Actual Cost

Letterheads figure from $3 to $20 for the first thousand. Putting the average at $5 and allowing the same for the envelopes, your stationery might be figured at a cent a letter. In five thousand lots the same grade would figure down to about a half to three-quarters of a cent for letterhead and envelope.

Do you know what it costs you to write and mail a letter? Just figure it out and you will be surprised at the items that enter into it.

Putting your salary at $2,500 a year (we are hoping you are worth more) and allowing you a quarter of an hour on a letter, we have a first item of 25 cents for writing. Of course some letters would figure up to three or four times this basis, but we are figuring at a minimum.

You might figure a half hour as the average length of time necessary to take down and transcribe the letter. Counting your stenographer's wages at fifteen dollars you have for your next item 15 cents for the writing.

The price of the stamp (sometimes there are two, or a register or special delivery), folding and sealing the letter, and licking the stamp will average at least 3 cents.

To sum up:

Your own time and brains....	25 c
Your stenographer's	15 c
Your office boy's time and the stamp	3 c
Your stationery .....?..	¾c
	43¾c

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and convincing that it is sure to be preserved until its mission has been accomplished.

* * *

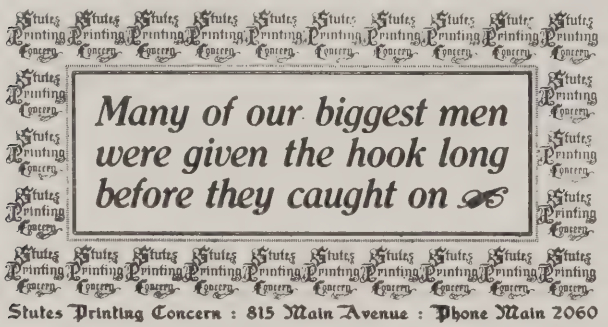
An Imprint upon good work is the best possible advertising. It is the sign of honesty; a guarantee that the work has been done as it should be; that the printer is willing to have it questioned by all who see it; criticised by all those wanting anything in his line; that he is ready to have his name and reputation known, and that he expects it to gain more extensive

patronage. The work and the name of the craftsman are fixed in the mind at the same glance. One sees how it is done and who did

it at the same moment. The two are stamped upon memory by one "impression."

* * *

Motto cards in the last few years have been adopted by many progressive printers as an advertisement. The motto card offers an endless variety in the way of form, style and color treat-


Many of our biggest men were given the hook long before they caught on
Stutes Printing Concern : 815 Main Avenue : Phone Main 2060

ment. These cards are usually a combination of sentiment or humor and advertising and are of value to the firm issuing them as they are usually attractively printed and are therefore preserved by the recipient.

Increase in Pay Without Increase in Efficiency.

There were many interesting discussions at the recent convention of the American Newspaper Publishers' Association, and that as to workmen, brought out by the assertion by President Ridder that $1,006,000 of the increase in the pay rolls of the newspapers of the organization since 1905 represented increased pay with no increase in efficiency. President Lynch of the International Typographical Union, in commenting on this statement, said, "the International Typographical Union has established a school of instruction for its members at considerable expense for the sole purpose of increasing efficiency. There is not one newspaper composing-room out of ten that gives the apprentices an opportunity to learn their trade, so that the vast majority of apprentices are not competent at the end of their period of training. In view of the efforts of the International Union ,it has shown its desire to increase efficiency, whereas the publishers have done nothing. We wish to express our approval of the arbitration policy. Since its inauguration there have been no large serious strikes against newspapers in or out of the American Newspaper Publishers' Association."

We have always highly commended this movement of the Union for the purpose of giving instruction to printers and increasing efficiency. It was a step in the right direction, and it would be interesting to know how many newspaper publishers and printers have availed themselves of the opportunity provided. However, the recognition of the need and also of the principle, that "efficiency" should be regarded, justly, as the basis of employment is no small matter. Less than twenty years ago, we heard enthusiastic unionists argue against too great efficiency on the part of a superior workman, because, thereby, he contributed to a condition that might put some less efficient workman out of employment.

To limit the output was talked of as a sort of enforced benevolence for which the employer was to pay, regardless, while the workmen were to be protected in their wages also regardless, by fixing the scale of wages and limiting the hours of work. It was a cherished principle of love and protection toward the inefficient for which loyal unionists were taught to strike, to fight, to starve and, if need be, to die, but never contribute to or to divide wages with the inefficient; the money was to come wholly from the supposed plethoric pockets of the employers, and President Ridder claims that the members of his organziation have been compelled to contribute over a milion dollars within five years in this way with "no-increase of efficiency." There is work for the school and work for the officers of the union in propagating the true doctrine and gospel of "efficiency."

Honest Men Will Pay Honest Prices

A writer in the *Ben Franklin Messenger* of Minneapolis, after having learned his lessons of cost-finding writes of his surprise to find how few people really wanted work done at a loss. He relates, however that "one man did send a job out of town because I would not meet a price that had been quoted him, but that was one of the best things that has ever happened to me. I had been doing his work so long that he didn't know what the other fellow's work was like. He got his "cheap job," and now is soliciting for me without money and without price. Every time he gets a chance to tell about how he got soaked on that cheap job, he tells it."

The fact is that honest men are willing to pay an honest price, including an honest profit, for honest work. The great trouble has been that the buyers of printing have been ignorant as to what is an honest price and the printer has been nearly as ignorant in that regard as has been the buyer, and his own ignorance has been the cause of timidity. The printer has thought more of getting the work than of getting a profit; more of what the customer, in his ignorance, wanted to pay or of a possible price that might be made by a competitor, than of getting right down to brass tacks and knowing exactly what must be charged to cover all expenses and yield a profit. The blind purchaser has led the blind printer, and while the purchaser may have gotten away with the goods, in the shape of good printing, at a loss to the printer, the latter has fallen into the pit and sooner or later has, of necessity, drawn his customer in with him by turning out poor work. There is nothing quite so strengthening in the printing business, or in anything else, as is absolutely accurate knowledge. This is the reason why the introduction of the cost system has done more for the printing and newspaper business, in a very few years, than have any plans of price regulating in a century.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Department to Harry M. Basford, 516 Exchange Bldg., Denver, Colo.

ADVERTISING is essential to success now-a-days in every line of business and of all forms of publicity, printed advertising is by far the most favored medium of expression by advertisers the world over.

For the very reason, perhaps that the subject of printed advertising is such a common, everyday thing with him, the printer and publisher often do not appreciate, at its true worth, the value of this kind of publicity to him in increasing his own business. The printing and publishing businesses are just as susceptible to increased sales and profits through advertising as any other lines of trade, but we seldom see a man in these two vocations who is making the fullest use of the big advertising advantage he has over advertisers in less favored occupations.

The printer's own printed matter costs him 25 per cent less than it does the other fellow and it costs the newspaper publisher but little to fill a display space with an announcement of his own. Still, printers are not usually large advertisers and publishers are prone to depreciate the value of their space to themselves. They need to be slapped on the back and awakened to the opportunity that is open to them for enlarged business through using some of the same kind of publicity they are daily selling to others.

A printer ought to be a constant advertiser with printed matter from his own shop.

A publisher ought to be a persistent user of space in his own paper.

And if man is both job printer and publisher, he ought to advertise both ways. Each department of his business can be made to advertise the other as well as its own, and the printing business is the only one on earth in which the advertiser can combine a sample of his goods with every advertisement sent out.

The live wires of the trade are quick to turn to practical account their exceptional opportunity for advertising and the printers and publishers of the larger cities are less open to criticism than those in the smaller towns, but there is room for improvement in both the quality and amount of the advertising done by the printing craft the country over.

Taking up first the case of the exclusive job printer, I want to suggest a few practical means of winning trade that he can put to immediate use if he desires.

Here is a little plan for gaining new customers that has brought wonderful results to some printers who have tried it. Secure the names and addresses of all the new companies incorporated or new firms established in business in your territory and at once mail to them a form letter, welcoming them to the field of business and offering them the advantage of your service for their printing needs. State what kind of work you are particularly well equipped for doing and suggest that you send a salesman to call and take their orders. You will gain a reputation for enterprise by this method and will get a temporary advantage at least over your competitors. Such a letter will susally be well received and will often be a rea convenience to a new firm whose members may be comparative strangers in your city and unfamiliar with the printers. The names of these new business houses may be secured from the mercantile agencies or from newspapers who publish daily the list of new corporations filing articles with the Secretary of State. The main advantage of this plan is that you may possibly reach the prospective buyer before any other printer has solicited his business and it has further merit in that the initial order of a new firm is usually a large one.

I have sucessfully worked out the same general idea when I was a country printer in a small Minnesota city. I had done some small show printing and knew about what the traveling theatrical companies of that section needed in printing and what they were in the habit of paying for it. So I made sure that every company visiting my town found a courteous letter awaiting its business manager at the postoffice on arrival, stating that I did show printing and inviting their orders while playing there. This kind of a letter brought business from almost

every company and sometimes resulted in future orders for dates, "To-night bills," tickets, posters, etc., which I was equipped for doing.

The sample copy method of acquainting the public with your work as a printer is one of which much more might be made than is susally done and here is one point at least, where the newspaper publisher has his advertising sense more highly developed than his brother craftsman, the printer; for the newspaper sample copy enters largely into every campaign for increased circulation.

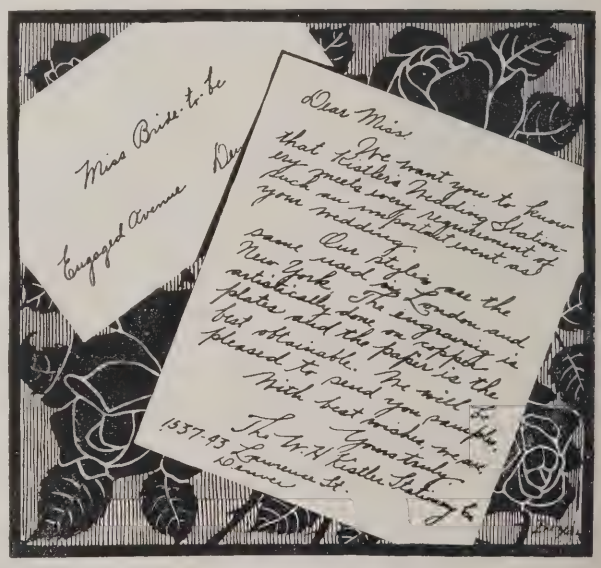
In printing for business houses there are many forms, such as order blanks, delivery receipts, shipping sheets, billing forms, etc., that are adaptable to many different lines of trade and orders for these forms can often be secured by showing samples to prospective customers likely to have use for them. Other goods are advertised by samples and why not printing? In mailing samples of business forms of this kind an important point is to talk quality and service in your accompanying letter or circular instead of price. It is all right to quote the prices at which you are selling the forms in various quantities, but the prices need not be particularly low, for if the forms you are showing are not so common that everybody uses them, you have the advantage of showing your prospect something with which he may not be familiar and if your price seems reasonable, you are most liable to get the order without competing prices. Another reason why a cut price is not essential to a campaign of this kind is that there is no general standard of printing prices, even in this day of absolute cost systems, and despite the common remark of customers that "Your price is too high; you must have made a mistake in your figures," the public knows really very little about values and prices. People kick from force of habit and because they know from past experiences that a complaint will sometimes get them a lower quotation.

I want to cite a rather peculiar comparison of two ads which I recently put out for one of the large printing houses of the West as illustrating the effect of two kinds of advertising on the public mind. Enclosed in each of the 9,000 copies of the house organ the firm publishes, I put a sample envelope, quiting a special low price of $1.25 per thousand in ten thousand lots and $1.50 per thousand in quantities of 5,000. The price was printed on the samples in red ink, with a brief description of the envelope, the price being the main point of the ad. While we got some orders from this advertising, the results were not so large as I thought they ought to be and I finally decided that if I had said more about the high quality of the envelopes, our prompt delivery and excellent work instead of featuring the low price, there would have been more orders. Another envelope ad that occupied about six by nine inches in the same house organ brought more business although no prices were quoted and the ad was simply a plain statement of the large and varied stock carried on hand, telling how the house bought always in car load lots direct from the mills and had rotary presses that printed 10,000 envelopes an hour on large orders. A great many orders and inquiries were received that could be traced to this ad and good sized orders continued for weeks and months afterward as a result of the correspondence that was started with out of town buyers.

The lesson to be deducted from this is that an ad should say something interesting about the goods. Don't advertise the obvious, but tell the reader something he does not already know.

For printers catering to society trade there is always a good field for their advertising efforts and I am showing one ad that attracted considerable attention to the line of work which may be called society work, because the announcement is unique.

As a basis of the amount of advertising a newspaper publisher should do, we may say that he can well afford to devote as much space to his own publicity as his largest buyer of space



uses. This space should be filled with carefully prepared matter for it is just as valuable to you as though you paid the full selling price for it.

Watch the seasons. Many merchants who are subscribers are also occasional advertisers and their ads can be brought into your paper instead of your rival's by a little suggestive advertising to them at the right time. And the aid of the

job printing department can be evoked to advantage to reach outside advertisers, by showing in a letter the value of your paper as a medium for them. Right now, every publisher can add to his revenue during the summer months by a campaign directed to the summer resorts and hotels which your territory may be considered as tributary to. All of these outing places expect to spend some money for advertising during the season and you can get your share by going after it.

Want ad advertising has had a wonderful development in the past ten years and this department can be successfully advertised in the display columns every day. The want ad is the kind of advertising that everybody has occasional need of and the idea of all advertising for

This is Bee Want Tad

BEE WANT AD PAGE
The Bee Want Tad
Is a lively lad,
He's always on the go;
He'll rent that room,
And do it soon,
The town will tell you so.

this department should be to make your want columns popular with as many people as possible. And your own subscribers are the ones you can most easily influence to become want ad jatrons. Some of the big city papers run some very catchy advertising for their want ad pages. I am reproducing an illustration from one of these that I saw in the Omaha Bee when I was in that city a few weeks ago. This is one of a series in the same style and was accompanied by interesting and convincing copy, a part of which was a four line verse exploiting the "Want Tad." Small cash prizes are offered for the best verses contributed for this purpose and this adds to the interest.

My Omaha trip showed me another new stunt in advertising which is based on that trait of human nature which leads people to buy goods that are nationally advertised, no matter what city they may be in. Occupying a space five columns wide by about sixteen inches deep were 52 one inch display ads, all classified by linnes of goods, 21 lines being represented, each one advertising some well known brand of goods that is generally advertised throughout the country. All these goods are advertised over the names of the local dealers, although in many cases the manufacturers probably paid the bills. The ads were headed by the accompanying design and the following copy:—"This page is for

WHERE TO BUY
NATIONALLY ADVERTISED
GOODS IN OMAHA
WHERE CAN I BUY THESE NATIONALLY ADVERTISED GOODS?
LOOK IN THE WORLD HERALD. THEY PUBLISH A LIST OF WHERE THOSE GOODS CAN BE BOUGHT

the information of those living in Omaha and the smaller towns in Nebraska that prefer to buy advertised goods, knowing them invariabily to be the best. Goods that the manufacturer knows to be so good that he invests his reputation and thousands of dollars to tell you about in the National Magazine. It will pay you to keep in touch with the merchants named on this page as it shows a desire to keep abreast of the times by carrying in stock the best that the world's market affords."

Henry Pierson Huling, Deceased

Henry Pierson Huling, editor and publisher of The Queensboro *Press*, Elmhurst, Long Island, passed to the higher life May 2, after an illness of several weeks at St. John's hospital, Long Island City, where he was taken from his office literally dropping at the case. He was the third son and sixth child of the late Edmund J. and Anna Spooner Huling, and was reared in the newspaper and printing business, growing up in the office of his father in Saratoga Springs, N. Y., and assisting him in Associated Press work. Mr. Huling was editor in the fourth generation, being descended, through his mother, from Judah Paddack Spooner, the first printer in the State of Vermont ,and who was related to the Greens of New London, Conn., famous in the annals of the printing industry in colonial days. Mr. Huling's work was acknowledged to be of influence in political circles and he won the respect of a large number of friends. He was for many years connected with the New York *Sun*, leaving to take up business independently. He left a widow and one son, Harry J. Huling, who is connected with the telephone business in Colorado. His brother, J. B. Huling, is in the printing business in Chicago, and three sisters, Caroline A. Huling, Mrs. George Oberne, and Mrs Kate B. Finley, also reside in Chicago

Women in Journalism

Miss V. A. L. Jones, of the St. Louis Republic.

Address Delivered at "Journalism Week," University of Missouri, Columbia, Mo.

AS I understand it, this is a sort of shop talk between you and me. You represent the theory of journalism, I the practice of that part of it in which women are concerned. You have the technical side as taught in the School of Journalism by practical newspaper men, the theories and methods of news gathering. I have the experience in the actual work, and we both have much in our minds that would interest the other.

Naturally what I have to say will be addressed primarily to the women students of this school, and I shall endeavor to show you by the light of my own observation and experience what real newspaper work is.

The difference between your knowledge of the subject and mine is just the difference between the name you give it and that by which we who are actually in it speak of it. We call ourselves newspaper writers, reporters, special writers, editorial writers, or editors, as the case may be. We never refer to ourselves as journalists. Indeed, we rather avoid the name, just as the artist avoids calling himself an artist. If he cannot differentiate as to the character of his work he simply styles himself a painter.

But your term is correct. It is the general term. Here in the School of Journalism you generalize. When you go into the practical work you will begin to specialize and will drop the broader name.

Here you are told what is news and what is not news, you are instructed in the way to recognize the relative news value of two stories. I am not familiar with the methods followed here, but I suppose you are given everything in the way of instruction possible outside a newspaper office, and when you are graduated you are as well prepared for the work before you as any one can be. But with all this equipment there still will be much for you to learn, much that only experience can teach you. In the nature of things it is not possible for your instructors to tell you anything about what sort of a public you will have to deal with, what the tactics of the paper that employs you, or the temper of your editor will be.

It is something of this side of the work that I have been asked to show you.

One of the members of our staff said last night as I left the office: "Tell 'em what they're up against, Miss Jones. Don't let those girls get away with the idea that it's all a path of roses with glory and riches at the other end. Show 'em what's coming to 'em when they are graduated and get regularly down to the newspaper grind!"

So this is what you're "up against."

Journalism is at once the very best and the very worst sort of a career for a woman (I speak altogether of journalism as represented by the metropolitan papers). There can be no middle ground between the two, and whether it is the one or the other depends altogether upon the individual. That is the only way the subject can be regarded.

A newspaper man of wide experience once told me that newspaper work always has one of two effects upon a woman. It makes her or it mars her. Ether she grows and develops, seeing the world with broader and more tolerant vision the while she remains true to her womanhood and maintains the respect of her fellow workers and the general public, or she becomes a "good fellow," gay in her manners, frivolous in her dress, and not over particular in her conduct. And I am sorry to say, the latter is more often seen than the former, to the great discredit of the rest of the sisterhood who are of a quieter turn of mind.

It isn't quite fair to say, however, that this result always is altogether the fault of the girls. The character of the work they do and the manner in which they are required to do it, the personality of their editor, the policy of the paper with which they are connected, have much to do with the final result. But the character of the woman herself determines the outcome of the last analysis.

I used to think that I never should advise any girl to take up newspaper work, but I think otherwise now. I should not advise ANY girl to do so, but I should most strongly advise SOME girls to do so. I should want to select the girls however.

There are many phases of the work that are delightful and many that are absolutely the reverse, and it takes a very well balanced woman to keep her poise between the two. Mighty few of us accomplish the feat, I'm afraid.

A woman who goes into newspaper work has to face heavy odds, the first and greatest of which is her femininity. She cannot start at the same place from which the men started, because she is a woman. There are many parts of the work which she cannot do—or which those in authority over her think she cannot do—because she is a woman. Except in a very, few cases, she cannot command as high a salary as the men who do practically the same work, because she is a woman. She never can be an editor in chief, a managing editor, or even a city editor, because she is a woman. But all this doesn't exempt her from having work to do that should for every reason in the world be given to a man to do, if it happens to suit her city editor to assign her to it.

Her femininity interferes with the conduct of her work at times. If she happens to be a pretty woman it subjects her to attentions at the hands of her fellow newspaper workers which may or may not be welcome, and sometimes brings her wholly unwelcome attentions from the persons she meets outside the office.

The feminine possession of "nerves" makes her work a physical strain that sometimes proves too much for her strength and causes occasional storms of anger or tears that leave her limp and useless for hours.

The fact that she is a woman denies her privileges which her confreres have, such as going alone late at night to a restaurant, if she happens to be hungry. It renders night assignments alone, positively terrifying. It subjects her to embarrassments that men doing the same work would not experience, and sometimes it places her in positions of positive danger, though this usually is because of thoughtlessness on the part of her editor, for editors are not intentionally more inconsiderate of the welfare of the women on their staff than other men in positions of authority over both men and women.

On the other hand, her femininity is her greatest asset. Because of it she can accomplish tasks utterly impossible to men. She can get stories with comparative ease which men find beyond them. And oftentimes the very features of her temperament which handicap her in the usual routine of work will prove her greatest help in attaining a specific result.

Because of her quick sensibilities and her intuitive grasp of a situation a woman usually is assigned to the human interest stories. A woman reporter for one of the Chicago papers once had the difficult task of getting a statement from the wife of a public official who had been accused of a very serious offense. The case was a pecu-

liar one, and one of the best stories of the day, but little could be learned of the real facts in the case. The paper on which the young woman in question was employed had men working night and day in all directions without any result that was worth while, and at last the managing editor conceived the idea that if the official's wife was made to talk it would make great copy. The young woman was sent to see her. She found her almost prostrate with grief and mortification at the accusations, which she happened to know were untrue, and just ripe for a good cry and outpouring of her overcharged mind upon the sympathetic shoulder of another woman. The two of them wept together, and the wife was comforted and the day was saved for the paper. The story that reporter got from the interview was considered worth an extra edition of the paper, and her salary was raised forthwith.

If nerves prove an unpleasant handicap at times, at other times they are the making of a fine story. Women thrill and tingle with enthusiasm over scenes that men regard with cold calculation as to their news value, and their imaginative eye oftentimes enables them to give a truer picture of the incident than the more accurate, perhaps, certainly the prosaic, account of it written by the man reporter.

Last week in St. Louis we had the biggest fire the city has known in years. For a time it was believed the recent shirt-waist factory fire horror in New York would be repeated, and all the papers sent every available reporter and artist to the scene. The evening papers got out extras, and the excitement throughout the downtown district was intense. Our paper sent four men and one woman to cover the story. The woman was to get a human interest story, and being the only woman there she beat the town.

It was she who found the elevator boy whose heroism had been the means of saving the lives of at least twenty girls and she captured him and sent him over to the office to be photographed and kept out of the reach of the reporters for the other papers, thereby securing this particular feature of the catastophe exclusively for her own paper. But not content with this achievement she tried for more, and stood about in the ankle-deep water forgetful of everything but the excitement of the spectacle, until the firemen brought out the one victim of the fire, a man who was literally burned to a crisp. She saw this and collapsed. A police sergeant and a friendly woman spectator helped her out of the crowd, and by the time she reached the office she was all right and ready to write her story. But she told me the next day that she hardly slept at all that night because she could not forget the horror of her glimpse of the burned man.

You probably remember the manner in which the Hyde trial in Kansas City last year was handled by the Kansas City and St. Louis papers. To the men reporters was given the work of reporting the evidence, writing the lead—which in most cases was a mere summary of the day's evidence with whatever feature of the conduct of the accused, any witness, the court or the jury, there happened to be—but to the women reporters was given the task of painting the word picture of the accused himself, that all the world might know what manner of man he was.

It was the women of the big newspapers of the state who really showed the public what that famous trial was like. They went day by day to the court-room until they were saturated with the subject. They lived it. Then they went back to their office and wrote a page out of their life. Of course it was vivid. It could not be otherwise. And equally of course no man could have done it so well, for the very simple reason that no man could have so thoroughly worked himself into the very heart of it all.

But just think what it cost those women! Every woman here knows how much any great mental excitment, any continued strain of any kind, takes out of her, and can understand what absolute frazzles those women writers must have been at the end of the trial.

All newspaper work is a strain on your nerves, for that matter. You are keyed up to such a high tension so constantly that eventually you forget how to relax, and most of us find our only real relaxation when outraged nature jerks the props from under us and compels us to sit down.

This is especially true of the work of an afternoon paper. There nothing is done leisurely. You are "shot"—that's the actual term out on your assignment, you 'phone the story obtained in for an early edition, you rush back and write a fuller story for another edition, sometimes reaching the office so late that your story has to be written in "takes"—that is, you write a sentence, the copy boy grabs it out of your machine and rushes over to the copy reader, who marks it and shoots it into the composing-room, and by the time the boy is back you have another sentence finished. You don't ever know what you have written till you see it later in print, and then you are very likely to wonder if you really wrote it at all.

There's more time to think in working for a morning paper, but occasionally, just before the paper goes to press, the same high speed is required there, too, and after a while there comes a time when you find yourself running on will power alone. That's the time you want to look out for the props to be pulled from under.

Occasionally your paper asks service of you that is well-nigh impossible to women of sensitive dispositions, but you've got to try it if you don't want to be considered a shirk. And, in passing, let me tell you there's nothing in this world the average editor dislikes more than a shirk. He'd rather have you fail outright and be beaten by another paper—and that's a crime, you know—if he knows you have honestly and enthusiastically done your best to get the story, than have you make excuses, or to shove the assignment upon somebody else, or go at it half-heartedly when you find you must.

Probably you remember the sensational features connected with the wedding of Miss Irene Catlin and Frederick Allen in St. Louis last February. A woman reporter on one of the St. Louis papers who was a personal friend and former schoolmate of the bride was sent, with a photographer, to view the proceedings from the backyard, in the hope that some new sensation might develop there. Her duty was to point out the notables as they arrived for the photographer to snap, and to keep on the lookout for the flight of the bride and bridegroom through the kitchen door. It was easy enough to do, for she knew everybody, but it hurt her pride so dreadfully that she went back to the office and had a good cry.

As she described it to me afterwards, there she was at one of the most fashionable weddings of the season, an invited guest and close friend of the family, covering the story of the event from the ash-bin, and escorted by a photographer who never in his wildest fancy could have obtained entrance to that house as an equal.

Another instance of this sort of thing is the experience of a woman writer for one of the big New York dailies. She is one of the highest salaried and most successful newspaper women in America today, and always is assigned to what the initiated call big stories. Several years ago when the report first got about that the late Mrs. Mary Baker G. Eddy was a helpless invalid the whole

world was interested to know the truth of the rumor. The papers everywhere endeavored to discover the facts concerning her, and all sorts of attempts were made to gain access to her home.

The young woman in question was sent to Boston by her paper and was told to obtain admission to the private apartments of Mrs. Eddy and get the facts in the case even if she had to play the part of a housemaid to do it. She tried every other means first, and to her credit be it said that only as a last resort, when failure stared her in the face, did she present herself to Mrs. Eddy's housekeeper as a maid out of employment who wanted a good position. Of course she got the story, once in the house, and though a wonderful series of articles on the same subject written by another woman, appeared afterwards in one of the magazines, her story was the first knowledge the world at large had of the private life of the founder of the Christian Science Church.

The strain of maintaining the character assumed and the hurt of her self-respect of stooping to deceit in such a way, was so great that it brought on a nervous collapse and for weeks she hovered between life and death. She recovered eventually, and now is a special foreign correspondent for her paper, her work being to ferret out cases of domestic infelicity and other matters concerning the private affairs of Americans who are living abroad. The constant prying into other people's affairs has more or less calloused her sense of propriety and dulled her conscience, and now she doesn't have nervous prostration when she finishes an especially difficult story.

Necessarily, this is an extreme case, and very few women writers have such experiences. Most newspaper editors, even the yellowest of them, do not want a story that is got by misrepresentation. Others consider as perfectly legitimate all means that accomplish the end of a good story.

One of the St. Louis papers that has a great reputation for its conservatism once happened to have a city editor of this kind. A story came up that involved the name of a very fashionable young woman who never to the knowledge of any newspaper writer in St. Louis, has permitted her picture to be published. That city editor wanted that girl's photo, and he thought he knew how he was going to get it. He knew the society editor was intimately acquainted with her family, and he told her to pay a call at the house and see if she couldn't find a picture of the girl to bring away with her.

"Look here, Mr. So-and-So," said the society editor, "'I am employed to get news for this paper, not to steal. If you want that kind of work done you'll have to get somebody else to do it!"

She was fired forthwith, but when the managing editor heard the story it was the city editor who got his walking papers. She was reinstated, and is there now.

There is one thing of which a woman who goes into a metropolitan newspaper office may be very sure, and that is that her chief never will permit her to encounter any real danger, if he knows it. Many women have done foolhardy things in search of stories, or to get thrillers for the Sunday magazines, but in nine cases out of ten they have volunteered for the work, or have gone into it in the face of strong opposition from their editors. The very same paper whose editor sent a woman in the guise of a servant into the house of Mrs. Eddy would not permit another woman of its staff to make an ascent in an aeroplane at the aviation meet in St. Louis last fall, although she pleaded to be sent. And when I was gathering data for a series of stories on the leper conditions in America in what proved to be one of the most sensational exposes of official disregard of the public health this decade has seen, the management of that same paper issued positive orders that I was under no circumstances to run the risk of contagion by visiting any leper colony or any house where lepers were known to reside.

It makes a great difference in the kind of work you do on a newspaper, as to what your experience will be. If you are doing feature work, it is likely to be pleasant, and your store of general information is sure to be greatly augmented. In that work you meet persons who are specialists in their particular line, and who though they may be tremendously tiresome if met in the usual course of your social life, will prove anything but dull when asked to talk on the subject they know best and love best. And right here let me give you a little suggestion that may help those of you who aspire to be feature writers. I have found that it is far better to listen and look, and talk just enough to keep your subject going, without taking notes. The constant scratching of your pencil and the feeling that his casual talk is being taken verbatim, embarrasses the average person who is unused to talking for publication and you get the spirit of the thing better, and can write a better story afterwards if you train yourself to remember words in connection with situations and not spend all your energy over words alone. Once you have your story, you can make your notes for future reference.

If you are doing general assignment you are apt to meet almost anything in the course of a week's work, and one of the commonest situations you will have to face will be that of finding yourself the only woman in an assembly of men. My first assignment was one of this kind. I was sent to cover a conference of about 800 students from several of the large universities of the West, and every day for a week I found myself the only woman present. It was actually terrifying at first, but when I found the students were not noticing me any more than they did the men reporters present, I forgot about myself, too, and was able to do my work without embarrassment

If you are a society editor, you happen upon many very amusing and many very trying situations. Women are much harder to deal with than men, you know, in any sort of business, and when you are seeking information that they don't want to give you they can be particularly difficult. Many times it is hard to keep your temper and remember that the affront is given to the whole newspaper fraternity, not to you, personally.

I said a little while ago that there are many positions in the composition of the staff of a city newspaper which women cannot fill, for the reason that they are women. There are others that only they can fill, for the same reason. In nine cases out of ten the religious editor, the musical editor and the society editor are women. The head of the women's department must of necessity be a woman. Feature writers are, as I said, very frequently women, and special writers are as often women as men. Every large daily has one woman doing general assignment on its reportorial staff, and many times the dramatic editor as well as the critic, and the book reviewer, is a woman. All these departments have their own problems to meet and their own special technical sides to master, and the person filling any two of them cannot escape the acquisition of such knowledge she never would pick up elsewhere. As most women who go into one phase of the work eventually run the whole scale they accumulate a great amount of heterogenous general information. And as it is necessary to read the papers, others as well as your own, closely, they unconsciously keep well abreast with the times and are far better informed on almost any subject than other women in other lines of work.

Newspaper women cannot rise to positions of authority in the newspaper world, but they can pass from that into the sphere of magazine writers, and novelists. Three of the most-read authors of today began their careers as reporters on San Francisco papers—Kate Douglas Wiggin, Juliet Wilbur Tompkins, and Miriam Michelson. Gertrude Atherton was a writer for the Sunday feature section of the San Francisco Chronicle in the beginning of her career, and Mrs. Burton Harrison wrote society notes for the Richmond (Va.) Dispatch before she blossomed into a writer of "Best Sellers." Frances Hodgson Burnett's first writings were published in the news columns of the Washington Post.

It would be impossible to count the number of women who have gone from newspaper work into magazine work, or those who have given up their places on the city papers to assume positions of trust elsewhere. Of course there is many and many a woman who never will advance one step beyond the first position she takes, and there is many a one who is filled with ambition to be a writer who don't even make good in her first attempt. Newspaper women, and men, like poets, are born, not made. Unless you have what the initiated call the newspaper instinct there's absolutely no use in the world in your trying further. You could work for a thousand years and never write a story that would not eventually fall into the hands of the rewrite man.

Do you understand now why I say that the question as to whether journalism is the best or the worst career for a woman, and why each individual has to solve her own problem?

Personally, I do not believe in any sort of a career for women, because I do not think there are many women who embark upon any career with genuine singleness of purpose. A woman may be devoted to her work, absolutely unhappy without it, and she may be eminently successful in it, but with it all there is away back in her mind, unknown to herself, perhaps, the thought that it is only a temporary state, that after a while there will be other and larger interests which will take her away from this now thoroughly satisfying work and fill her mind with other things. And one of the reasons, I think, why women are not of the same commercial value as men, why they have not yet overcome the masculine idea that there are some lines of business which a woman is incapable of conducting, and why a woman in an executive position is so rare a sight, is that men recognize this feminine mental attitude.

But there are exceptions to this rule, and you young women of the School of Journalism may be such. You think you want to adopt journalism as a career, and since you have succeeded thus far in your work you are most likely to succeed further.

May I give you a few suggestions in closing?

Carry into your work when you leave this school the enthusiasm you are displaying here, and whatever part of the great whole of the publication of a big newspaper you may have to do, do it with the very best there is in you. Always go after a story with the firm conviction that you will get it, and never give up trying until you have exhausted the last possible means at your disposal. If your work isn't what you want, like it anyway, until you can get what you want, but never be satisfied with just doing well. Always try to do better.

The Joys of Summertime

Don't think because you are working with men that you must be like men. You can do your work better as a real woman than if you try to be a mannish woman, and besides that your fellow workers will have a higher regard for you if you maintain every atom of your womanliness.

Don't attempt so-called Bohemianism of ideas or manners. There aren't any real Bohemians nowadays, least of all in the newspaper fraternity.

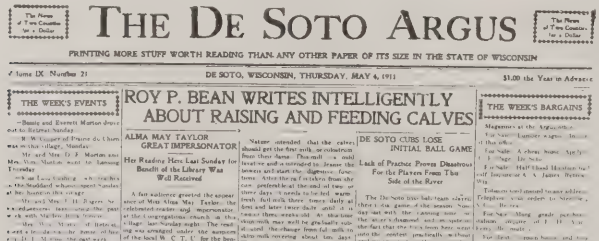
And last, from the beginning to the end of your career as a newspaper woman, or journalist, never lose your enthusiasm for your work or fail in your loyalty to your paper.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

THE mechanical make-up of a newspaper is only one of the varied features of the calling. It is not everything, but a very important thing—in fact, one of the most important in the whole process of newspaper-making. In practically all shops, from the greatest to the least, with which I have been personally connected, the making up of the paper has been a matter wholly or in part controlled and dominated by the evil genius of the office, namely, the editor himself. (Because I said "evil genius," you all thought I was going to refer to the "devil"; now, didn't you?) The mechanical make-up is the one feature of my shop which I have never entrusted to other hands, when I could possibly avoid it.

As I have freely and frequently admitted, the make-up each week is determined to a greater or less extent by the nature of the current news stories unearthed for the respective issue; but this can always be controlled somewhat by will and ingenuity.


THE DE SOTO ARGUS

PRINTING MORE STUFF WORTH READING THAN ANY OTHER PAPER OF ITS SIZE IN THE STATE OF WISCONSIN

DE SOTO, WISCONSIN, THURSDAY, MAY 4, 1911

ROY P. BEAN WRITES INTELLIGENTLY ABOUT RAISING AND FEEDING CALVES

ALMA MAY TAYLOR GREAT IMPERSONATOR

Her Reading Here Last Sunday for Benefit of the Library Was Well Received

DE SOTO CURS LOSE INITIAL BALL GAME

Lack of Practice Proves Disastrous For the Players From The Sole of the River

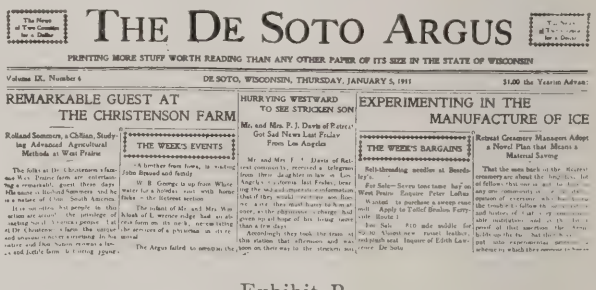
THE WEEK'S EVENTS

THE WEEK'S BARGAINS

Exhibit A

My own paper is a five-column quarto. The conditions surrounding its publication is no more nearly ideal than those surrounding 90 per cent of the papers which come to me for criticism. I always aim, however, to make the best of conditions as I find them, and especially in point of mechanical makeup do as nearly right as I know how.

The few accompanying quarter-page reproductions of Argus front pages will clearly illustrate what is achieved and how the uniform style of makeup is nevertheless diversified according to character of current matter. (Exhibits A, B, C, D).


THE DE SOTO ARGUS

PRINTING MORE STUFF WORTH READING THAN ANY OTHER PAPER OF ITS SIZE IN THE STATE OF WISCONSIN

DE SOTO, WISCONSIN, THURSDAY, JANUARY 5, 1911

REMARKABLE GUEST AT THE CHRISTENSON FARM

HURRYING WESTWARD TO SEE STRICKEN SON

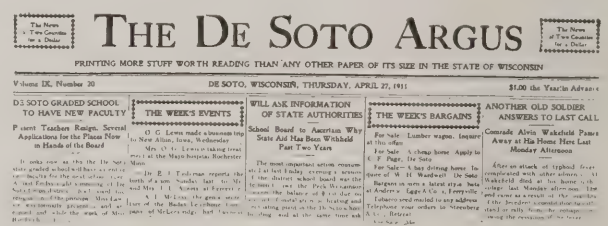
EXPERIMENTING IN THE MANUFACTURE OF ICE

THE WEEK'S EVENTS

THE WEEK'S BARGAINS

Exhibit B

There's no question about it, where ideal conditions exist, the only proper thing in the way of arrangement of matter, is first page clear of all advertising matter and composed exclusively of headed news-stories; second and third pages (if an all-home-print quarto) containing miscellaneous matter, or special feature stories;


THE DE SOTO ARGUS

PRINTING MORE STUFF WORTH READING THAN ANY OTHER PAPER OF ITS SIZE IN THE STATE OF WISCONSIN

DE SOTO, WISCONSIN, THURSDAY, APRIL 27, 1911

DE SOTO GRADED SCHOOL TO HAVE NEW FACULTY

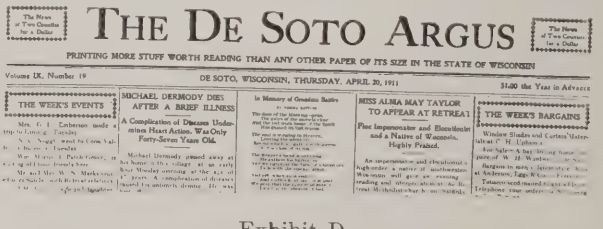
THE WEEK'S EVENTS

WILL ASK INFORMATION OF STATE AUTHORITIES

THE WEEK'S BARGAINS

ANOTHER OLD SOLDIER ANSWERS TO LAST CALL

Exhibit C


THE DE SOTO ARGUS

PRINTING MORE STUFF WORTH READING THAN ANY OTHER PAPER OF ITS SIZE IN THE STATE OF WISCONSIN

DE SOTO, WISCONSIN, THURSDAY, APRIL 20, 1911

THE WEEK'S EVENTS

MICHAEL DERMODY DIES AFTER A BRIEF ILLNESS

MISS ALMA MAY TAYLOR TO APPEAR AT RETREAT

THE WEEK'S BARGAINS

Exhibit D

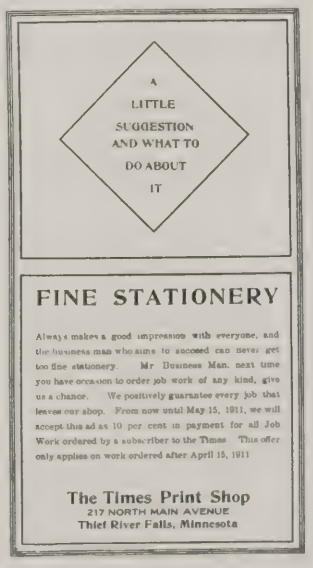
fourth page, editorial; fifth page, short local mention; balance of paper for special features, country correspondence, etc. But no such conditions obtain at De Soto, so I am compelled to

do the next best thing, filling up my front page with headed news-stories, a column (more or less) of local or personal brevities and a column (or less) of short paid readers. The interior of the Argus being ready-printed, the fourth page is used for editorials, and the fifth and eighth pages for country correspondence. Nothing in the makeup of my paper happens accidently and nothing, is permitted to run unclassified. This is, as I think, things in this line should be.

A copy of the Reservation Edition of the Ryder, N. D., News came to me this month. It is practically an advertisement for the opening of the Fort Berthold Indian reservation near Ryder, and consists of a folio on heavy stock, replete with information of the opening, the reservation and the business interests of Ryder. It is all somewhat crude as a newspaper, but interesting and well illustrated. Among the pictures I have been pleased to note a likeness of an old school mate of mine—Stephen A. Olson—the sight of which throws me into a reminiscent mood: "Steve" was a partner of mine in my first newspaper publishing venture. We were both "kids" then. I was sick and printed the paper with a pencil, lying flat on my back in bed, while my partner did the outside hustling and news-gathering. Mr. Olson is now a man, married, and, as the News states, Ryder's implement dealer—but I can't see as he's changed a bit in looks. He always was a handsome lad.

The News of Garland, Texas, is no stranger to me nor the readers of this department of the National Printer-Journalist. It is an eight-column quarto, with ready-printed interior pages, but in spite of its immense size, the issue before me was supplemented with a full-page insert. This issue, dated April 7th, while not exactly what is generally termed a special edition, is nevertheless somewhat of a special nature, inasmuch as it marks the sixth anniversary of the beginning of the service of Will A. Holford as editor and proprietor. In a heart-to-heart editorial in this number of the News, Brother Holford reviews his policies of the past six years, his trials and struggles, and very clearly explains his present fine success by showing that he has always given his people a square deal. As an advertising medium, I do not want to say that the Garland News could easily be improved; but, while the contents are even at present quite creditable, the improvement of this latter feature of this big sheet would be an easier matter. In the first place, how deplorable it seems to see a large, prosperous paper like this, with its front page all cluttered up with displayed advertisements. Of course, I realize that the man who directs the mechanical make-up has taken a great deal of pains with his first page, arranging his ads at the four coners and center, so as to perfect the balance; but it gives the page such a decidedly commercial aspect that I could never approve of it. How much nicer it would be to have all this advertising relegated to other pages, and with such capacious pages, by following out the ideal plan of making up all the larger ads at the bottom and smaller ones at the top, as I have so frequently explained in detail in these columns, it would be practically easy to give each ad a position adjacent to pure reading matter. With the initial page thus cleared, as suggested, with a little hustling and study, what a field would be presented here for the exploitation of the week's events, with tasty, interesting heads! I can't see how any real, live newspaper man can resist the temptation. Generally speaking, the printing of this mammoth publication is well done, and, while many a technical blunder might be pointed out in the composition of the advertisements, in the main the displayed spaces present a forceful, clean appearance, and doubtless bring their owners good returns.

One of the most novel newspaper advertisements that has ever come to my notice was this in an April 21 issue of the Thief River Falls Times, of Minnesota. The ad (Exhibit 1) was neatly designed and printed in brown ink on a soft brown, or, more properly, fawn, cover paper and inserted or pasted in on the paper's fourth page where a quarter-page space had been reserved for it. This made a striking advertisement and one which positively every reader could not help noticing. Another fair

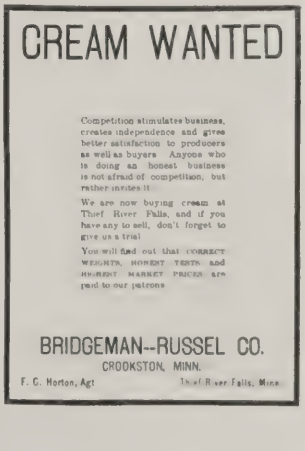

A LITTLE SUGGESTION AND WHAT TO DO ABOUT IT

FINE STATIONERY

Always makes a good impression with everyone, and the business man who aims to succeed can never get too fine stationery. Mr Business Man, next time you have occasion to order job work of any kind, give us a chance. We positively guarantee every job that leaves our shop. From now until May 15, 1911, we will accept this ad as 10 per cent in payment for all Job Work ordered by a subscriber to the Times. This offer only applies on work ordered after April 15, 1911

The Times Print Shop
217 NORTH MAIN AVENUE
Thief River Falls, Minnesota

Exhibit 1


CREAM WANTED

Competition stimulates business, creates independence and gives better satisfaction to producers as well as buyers. Anyone who is doing an honest business is not afraid of competition, but rather invites it.

We are now buying cream at Thief River Falls, and if you have any to sell, don't forget to give us a trial.

You will find out that CORRECT WEIGHTS, HONEST TESTS and HIGHEST MARKET PRICES are paid to our patrons.

BRIDGEMAN--RUSSEL CO.
CROOKSTON, MINN.
F. C. Horton, Agt Thief River Falls, Minn.

Exhibit 2

ad specimen taken from this same issue is shown as Exhibit 2. Referring to the first specimen, I might sefely suggest that the compositor erred in permitting a difference of space between the several lines in the diamond-like panel at top; and, as concerning the wording of the matter in the lower panel, I am moved to wonder at the careless way in which the world in general and printers in particular use the word, "only." In this ad, for instance, I find the expression: "This offer only applies on work ordered after April 15, 1911." I think it would have sounded better to have said: "This offer applies only to work ordered," etc.

Eau Claire, Mich., April 17, 1911.

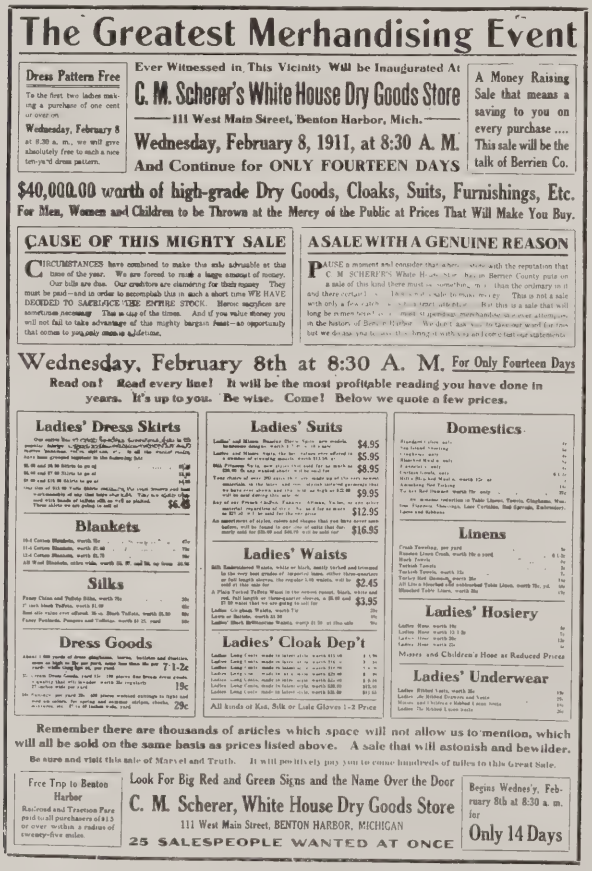
O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover I am sending you three full-page ads from the Journal, for criticism in your department of that excellent publication, the National Printer-Journalist. Thanking you for past criticisms, I am,

Very truly yours,

L. B. Voke, Foreman.

The examination of these three page-ads from Brother Voke has given me a great deal of real



The Greatest Merhandising Event

Ever Witnessed in This Vicinity Will be Inaugurated At

C. M. Scherer's White House Dry Goods Store

111 West Main Street, Benton Harbor, Mich.

Wednesday, February 8, 1911, at 8:30 A. M.

And Continue for ONLY FOURTEEN DAYS

Dress Pattern Free — To the first two ladies making a purchase of one cent or over on Wednesday, February 8 at 8:30 a. m., we will give absolutely free to each a nice ten-yard dress pattern.

A Money Raising Sale that means a saving to you on every purchase .... This sale will be the talk of Berrien Co.

$40,000.00 worth of high-grade Dry Goods, Cloaks, Suits, Furnishings, Etc.

For Men, Women and Children to be Thrown at the Mercy of the Public at Prices That Will Make You Buy.

CAUSE OF THIS MIGHTY SALE

CIRCUMSTANCES have combined to make this sale advisable at the time of the year. We are forced to make a large amount of money. Our bills are due. Our creditors are clamoring for their money. They must be paid—and in order to accomplish this in such a short time WE HAVE DECIDED TO SACRIFICE THE ENTIRE STOCK. Heroic sacrifices are sometimes necessary. This is one of the times. And if you value money you will not fail to take advantage of this mighty bargain feast—an opportunity that comes to you only once a lifetime.

A SALE WITH A GENUINE REASON

PAUSE a moment and consider this above words with the reputation that C. M. SCHERER'S White House Store in Benton Harbor County puts on a sale of this kind there must be something more than the ordinary in it and there certainly is. [illegible] is no sale in this city, or in fact in this section of the country, with only a few days' notice, that will draw [illegible] But this is a sale that will long be remembered as the most wonderful money-saving event ever chronicled in the history of Benton Harbor. We don't want to waste our words for this but we do want you to know this. Bring it with you as [illegible] statements.

Wednesday, February 8th at 8:30 A. M. For Only Fourteen Days

Read on! Read every line! It will be the most profitable reading you have done in years. It's up to you. Be wise. Come! Below we quote a few prices.

Ladies' Dress Skirts

[illegible]

Blankets

[illegible]

Silks

[illegible]

Dress Goods

[illegible]

Ladies' Suits

[illegible]

Ladies' Waists

[illegible]

Ladies' Cloak Dep't

[illegible]

Domestics

[illegible]

Linens

[illegible]

Ladies' Hosiery

[illegible]

Ladies' Underwear

[illegible]

Remember there are thousands of articles which space will not allow us to mention, which will all be sold on the same basis as prices listed above. A sale that will astonish and bewilder. Be sure and visit this sale of Marvel and Truth. It will positively pay you to come hundreds of miles to this Great Sale.

Free Trip to Benton Harbor — Railroad and Traction Fare paid to all purchasers of $15 or over within a radius of twenty-five miles.

Look For Big Red and Green Signs and the Name Over the Door

C. M. Scherer, White House Dry Goods Store

111 West Main Street, BENTON HARBOR, MICHIGAN

25 SALESPEOPLE WANTED AT ONCE

Begins Wednesday, February 8th at 8:30 a. m. for Only 14 Days

Exhibit 3

satisfaction and pleasure. There are many so-called printers who do not apparently know that studied his ads (Exhibits 3, 4, 5), very closely a lead's space here or there in an ad makes a great perceptible difference; but the man who set these specimens from the Berrien County County Journal is not one of that kind. I have

GREAT PRICE SLAUGHTER SALE

THE PECK & MOORE FURNITURE COMPANY

GOING OUT OF BUSINESS COMPELS us to SLAUGHTER PRICES and CLOSE OUT FORTY-FIVE THOUSAND DOLLARS ($45,000.00) WORTH OF THE BEST and finest selected FURNITURE, CARPETS, RUGS CROCKERY and STOVES in Southwestern Michigan. THE BULK OF THIS STOCK MUST BE CONVERTED INTO CASH BY JANUARY 1.

Sale commences Saturday, November 19 continuing until January 1; right through the holidays, just when you need it worst; and a STRICTLY CASH SALE to enable the settling up of the Peck & Moore business entirely. The reputation of this firm for Good Goods and plenty of them is unquestioned by anyone, so consider what it means to buy at SLAUGHTERED PRICES the goods we carry

Included in this sale is $4,000 worth of the Spencer & Barnes Company's solid mahogany, bird's eye maple, Circassian walnut and oak bedroom furniture, wardrobes, writing desks, etc., at manufacturers' cost. Just think of it! The finest goods made at the price of ordinary furniture.

Remember the day and date this Tremendous Slaughter Sale commences and come early and get first pick. If you have a home to furnish prepare to do it now as you will never have a better chance. We give you a parts list ONLY of the way prices will be slaughtered and the facts below will surely be ATTRACTIVE to you.

Prices Slaughtered in Our Furniture Department

$6.75 $12.50 $1.89 $2.95 $7.95 $12.75 $18.50 $24.75 $28.50 $36.00 $38.00 $9.75 $14.75 $1.95 $25.00 $32.50 $9.50 $16.50

Polished Oak Buffet

Our Stove Department — Sole Agents for Round Oak Stoves & Ranges — $33.50 and $38.50

OUR CARPET AND RUG DEPARTMENT

OUR CROCKERY DEPARTMENT consisting of Enamelware, Tinware, Dinnerware, Glassware, Fancy Chins, Silverware, Lamps, Stationery, Vases, Jardinieres and Brass Novelties must vacate CASH by January 1st at a DISCOUNT OF 25% to 50%

Lace Curtains

Peck & Moore FURNITURE CO. Benton Harbor, Michigan

Draperies, Couch Covers and Upholstering Materials must go at any price. Slaughtered prices 25 to 50% Discount.

COMPORTERS

The Peck & Moore Furniture Co. Will be Succeeded by Another Organization January 1st and the Present Firm Must Get Out of the Way

Exhibit 4

and carefully, but in no respect have I been able to detect anything in the least out of joint. These three specimens prove that he is a master ad-man.

The V. E. Haywood Co. Formerly W. M. Bryar & Co. Dowagiac : : Michigan

Railroad Fares Paid TO ALL OUT OF TOWN customers whose purchases amount to $10.00 or more. This places them on sale at your very door. No cost for you to get here and the more you buy the more you save. It would pay you to borrow money and attend one of our goods at these prices. Don't forget the date. Come.

Silk Waists Reduced

A $40,000 STOCK

Of Dry Goods, Cloaks, Suits and Furs To Pick These Plums From

THERE is a logical, reasonable reason for this sale. We purchased this stock of merchandise only a few weeks ago and there is $20,000 more goods than should be here at this season of the year, and to you it means this $20,000 worth of high Grade Dry Goods, Ready-to-Wear Garments, Ladies' Furnishings, Hosiery, Underwear, Furs, Notions, Dress Goods, Silks, Linens and Domestics for $10,000, and you pick from a $40,000 stock. Thousands and thousands of dollars worth of good seasonable merchandise. It will be sold for less than it cost. W. M. Bryar & Co. to fund it in Dowagiac.

Our Promise and Guarantee: [illegible] as advertised. We guarantee this and will take back, exchange or refund the full purchase price on any article or articles not entirely satisfactory. [illegible] MUST BE SATISFIED

Sale Starts Saturday, Jan. 14, 8 A. M.

The V. E. Haywood Co. Formerly W. M. Bryar & Co. Dowagiac : : Michigan

The greatest price cutting ever held in Dowagiac or Cass county.

Read! Read! Read!

Yes, read every word—then be on hand early Saturday morning, January 14. Not one item advertised here that is exaggerated in any shape or manner. We do not believe in trying to humbug the people. We would only be fooling ourselves.

Furs at Less Than Half — Cold Weather Has Just Begun — $1.98

300 Women's, Misses' and Children's Coats — Priced for Quick Selling at Less Than Half — $2.98 $4.98 $9.73

Table Linens, Toweling — TOWELS and NAPKINS — Don't Miss This Opportunity To Buy

Dress Goods Half Price and Less — 19c 29c 39c 69c

Lace Curtains Greatly Reduced

Muslin Underw'r Barg'ns

White Petticoat Bargains

Ladies' and Men's Underwear Cheap

White Tailored Waists — GREAT BARGAINS

Corset Bargains

Portieres Reduced

Colored Petticoats

Outing Flannels

Silk Skirts Reduced

5,000 Yards of Calicos at 3 1-2c per Yard

Corset Covers

Hosiery Bargains

(Don't miss this sale. If you can't come Saturday come Monday. Come any time. Sale lasts till we've reduced this stock to $20,000.

THE V. E. HAYWOOD COMPANY Formerly W. M. BRYAR & CO. Dowagiac

Exhibit 5

Dodson, La., April 17, 1911.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—About eighteen months ago I sent you some copies of my paper, the Dodson Times, for criticism, which you gave and which I very much appreciated.

By today's mail I am sending you another bundle under separate cover, and I want you to examine them and see if I have made any improvement since I sent you the other lot. I have sent copies covering various issues for several months. The issue of last week, April 15th, I tried to make unusually attractive and meritorious from a mechanical standpoint.

As you will note I have removed all advertisements from the front page. I always did believe in a clean front page, but at times I have permitted some advertising to run there. But it is the exception and not the rule. I have entered the contest for prizes to be awarded by the Louisiana Press Association at its meeting next week, and got out the last issue to file for the inspection of the judges. I hope I may win something.

I read your department of criticism and enjoy same very much. Your ideas are just in line with my views as to how to make a country weekly newspaper attractive. I have been very materially helped by you and the National Printer-Journalist, which comes to me every month.

Hoping to hear from you through your department and otherwise, I remain, Yours fraternally,

Joel T. Payne.

It is certainly a pleasure to come in contact with a newspaper-maker like Editor Joel T. Payne, who sees and believes in the advantage

The Dodson Times.

Volume 10. Dodson, Winn Parish, Louisiana, Friday, April 14, 1911. Number 32

PROCEEDINGS OF THE POLICE JURY

An Accused Farmer Succeeds

J. T. MINTON LOSES RESIDENCE BY FIRE

HUSTLING FARMER IS MAKING GOOD RECORD

Ten Page Paper This Week

COLLEGE FINANCES IN GOOD SHAPE

TWO GIRLS OFFERED TO RED LIGHT DISTRICT

PENNSYLVANIANS TO FARM IN LOUISIANA

THE BAPTIST COLLEGE STARTS AT PINEVILLE

NEW ORLEANS ITEM ISSUES WEEKLY PAPER

Crackmen Blow and Rob Safe in Montgomery and Secure $2,000

Health Exhibit Train of the State Board of Health Will Be Here 21

R. E. Young Makes a Statement About His Fair Exhibits Last Fall

Exhibit 6

of beautifying his paper. The bunch of Dodson Times that I have looked over admirably demonstrate how tellingly such ideas can be put to practical use. On the whole, I haven't come across a paper that has ranked much higher in general excellence, for a long time. The first page of the issue which Brother Payne has perfected for the State Press Association contest is

The Dodson Times.

"ALL THINGS COME TO HIM WHO WAITS, BUT HURTLED WHILE YOU'RE WAITING"

Volume 10 Dodson, Winn Parish, Louisiana, Friday, Sept. 9, 1910 Number 1

THE DODSON HIGH SCHOOL OPENS UP

LOUISIANA HAS A BIG UNDERTAKING

GOOD ROADS MEETING WILL BE HELD SOON

WHY SOCIALISTS WANT THE NEGRO TO VOTE

Exhibit 7

shown as Exhibit 6. While this is a very fine page, that of the issue of September 9, 1910, reproduced as Exhibit 7, is really a better one, according to my taste. I am inclined to think that possibly Editor Payne overdone things somewhat in this later issue. To be sure, the matter of the week determines to some extent the make-up of the first page, headings, etc., but the wise editorial head controls this more or less, in spite of circumstances. The cut in this Exhibit 7 helps matters out considerably; and, of course, the cut is lacking in Exhibit 6. The page made up for the contest is surely a fine specimen, and is virtually without fault: the headings are especially attractive, and the massing, as I call it, is exquisite. I will admit that the bold rules as cut-offs harmonize pretty nicely with the faces employed in the head-lines, but, for my part, I prefer a plain, single rule. And I consider running the rule above the title erroneous—a feature that is absent in all other copies of the Times at hand, and, therefore, I conclude, was introduced first in this contest edition. Anyway, a little more space ought to have been allowed between this objectionable

rule and the title itself. These two front pages from the Dodson Times ought to serve as an excellent suggestion to Editor Will Holford of the Garland News, which formed the subject of a paragraph preceding this.

Price, Utah, April 14, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—I am sending you today under separate cover several copies of the Eastern Utah Advocate, "the great moral and religious," which you may look over. We have just installed a Junior Linotype and are having good success with it. Price is a city of about eleven hundred inhabitants and I think we get out as good a paper as any one in the State.

Do not criticise samples too severely. I may send you some more in the future.

Yours fraternally, J. A. Crockett, Sec.

On picking up a copy of this Eastern Utah Advocate, one's first impression might reasonably be that it is a daily publication, whereas it is evidently issued only on Thursdays. It is a bright, snappy, wide-awake paper, carrying plentiful scare-heads and a three-column, front-page cartoon in every issue. Mechanically all things are generally pretty creditable. Considerably too great a variety of type faces figure both in the heads and displayed advertisements to make just the best class of work; but in the latter especially system is in evidence and the effect bright and attractive. The news-service is excellent and far-reaching. The paper is printed wholly at the home office, and, rates considered, the advertising is liberal. One could not well pass an inspection of this sheet without mentioning the editorial department, which is all that such a department should be—clean, weighty, concise and extensive. The Junior Linotype mentioned in the foregoing letter seems to be behaving nicely, giving a good, clean slug, with which the pressman in his turn is getting a clear, readable print.

Kensett, Iowa, April 22, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover have sent you an average copy of the News of a year ago and copies of recent issues for comparison. Have succeeded in making the front page free from ads and have instituted a few changes which I consider improvements over the old style. These changes have been inexpensive and repay in satisfaction to ourselves, whether noticed by others or not. We have not arrived at the ideal in make-up of all the pages, however, and it may take some time to do so. We sometimes have the first run of four pages made up as it should be when in comes an ad or two that have got to be given space on the first run or break into our local pages—to the detriment of the latter.

Yours truly, H. H. Hallett.

That the changes in the Kensett News, referred to by Editor Hallett, in the letter quoted above, have made of that sheet a sightlier and better paper, is a fact of which a thorough examination of the copies at hand have fully convinced me. In January, 1910, the date on which Brother Hallett assumed control of the News, the first page of the paper was made up of plain single-line headed articles and three columns of displayed advertising; today it consists of a syndicate illustration and caption, several attractive triple-deck headed articles, several lesser headed stories, and no advertising matter. (Exhibit 8). The make-up is achieved with considerable display of thought and care, the balance attained being perfect, and the effect, as a whole, symmetrical and artistic. As an editorial writer Editor Hallett ranks in a high class, and his ability in the direction of news-gathering no less admirably developed. The News has three sub-headings, namely, the Manly Chronicle, Grafton Journal and Joice Review, to each of which one page is set apart. On these several pages the news of the respective towns appears. The machine on which the News is printed does not work just exactly right, or something is the matter, so that the print is not of the best, and the advertisement composition is low grade; but these are practically the only features in the Kensett News of the present that are not worthy of praise.

THE KENSETT NEWS

Manly Chronicle, Grafton Journal and Joice Review Sub-Headings

VOLUME XV — KENSETT, WORTH COUNTY, IOWA, THURSDAY, APRIL 20, 1911. — NUMBER 6

CONGRESS MAY TAKE ACTION

Taft Has Done All in His Power to Protect Americans.

SENDS SHARP NOTE TO MEXICO

FIGHT RESUMED AT AGUA PRIETA

Mexican Troops Begin Second Advance on Town.

MACHINE GUNS ARE SILENCED

News Snapshots Of the Week

TRAIN PLUNGES THROUGH CROWD

Three Killed by Jersey Central Flyer at Lakewood.

WOULDBE RESCUER LOSES LIFE

BIG MUSICAL COMEDY STAR

PROFILES.

STATE TROOPS ORDERED HOME

Governor Carroll Finds No Need for Them at Muscatine.

MAY CONDEMN WATER PLANT.

Exhibit 8

Exhibit 9 shows how delightfully clean is the front page of the Drexel, Missouri, Star, and with what exemplary care the page is made up. The Star makes a specialty of giving the local news, serving it up to its readers in brief and dainty bits gathered both by the editor and a corps of country correspondents. I think the omission of all those dashes between the short locals would be a commendable improvement; and if the commercial items, better known as "paid locals," were sorted out in a column by themselves, their efficacy as publicity-givers would not in the least be impaired, whereas the balance of the paper would show an improve-

ment. To perfect the contents of this sheet all that's lacking is a column of editorials, an essential feature in any newspaper. An excellent

THE DREXEL STAR.

Exhibit 9

impression is secured and the ad-composition is better than the ordinary, reflecting care and thought on the part of its creator.

Chester, Montana, April 19, 1911.

Byron Copper, Esq., De Soto, Wis.

Dear Sir:—I mailed you a copy of our Easter edition a day or two ago and wish to have you review same for our benefit. It was the first attempt at any such a thing we have made and when you consider that we graduated from a small one-man shop a year ago to a busy one of five at this time you will appreciate that our equipment was sorely strained as far as type and rule was concerned.

We have a Potter 2-revolution press, two C. & P. Gordon's Eclipse folder, etc., but have been trying to get along with the least possible amount of type as we want to instal a Linotype soon.

I will appreciate any suggestions, and I am confident you will find many imperfections, but we believe we are on the right track. We are subscribers to the National Printer-Journalist.

Yours very truly,
B. B. Weldy.

The Signal is a six-column quarto, regularly, and this special Easter number was supplemented with a handsome colored syndicate cover, in green and blue, with design of a choir of boys singing, fringed with a foreground of Easter lilies. The Signal has all the earmarks of the west and the new, growing town; there is enthusiasm and local faith and public-spirited sentiment interwoven with the contents of every column. There is much, both editorially and mechanically, to show the rapid growth of the paper—to indicate, I mean, that, in keeping abreast of the community, the paper has progressed beyond its equipment. Still, things are not so bad as they might be. The great defect is the variety of head-letters and the two sizes of type in the body, which is all readily explained in Brother Weldy's foregoing letter. The mechanical make-up is pretty sensibly done: There are no displayed ads on the first page, and other pages are made up almost according to the ideal way. The local news features are only fair; due, I take it, possibly to overwork on the part of the reportorial-editorial staff. Some day, I am satisfied, we will see this feature of the Signal greatly improved. But there is a good, live editorial department, in which the same, inspiring sentiment of Chester-faith and Chester-hope is leavened in abundance. The only trouble with Editor Weldy's work with the pen—or typewriter—is that he gets in too much of a hurry; I can detect the same feeling in the letter which I have had reproduced above; he rattles along at such a rate of haste that he forgets to punctuate, and sometimes produces somewhat complicated expressions, and obscure rhetoric, in long-drawn-out sentences. He needs to put a little more polish on his language and be a little more painstaking in the choice of words. Print and ad-work on the Signal are ordinary.

The Hinsdale, Illinois, Doings ad-man is a clever one, producing many neat and tasteful ad-creations. Exhibit 10 is one of the latest. It's

Ready for the Garden
And Spring Lawn Making

All you require is the proper tools and you will find our store the place to buy them; for if prices, quality and treatment of customers figure with you, we can render satisfaction. Do you want to buy any

Lawn Mowers, Garden Tools, Rubber Hose, Lawn and Garden Seed, Etc?

Yes We Have Poultry Netting!!

BOHLANDER BROTHERS

Exhibit 10

doubtful, however, if those ornaments at the sides enhanced the value or beauty of this specimen.

"Good journalism and good taste, it has always seemed to us," says the editor of the Newburgh, N. Y., Evening Union, in commenting on his Easter edition, "require the publication of an Easter number at Easter time—not weeks in advance." Which is a thought backed by

considerable sense. Like every issue of the Union, this Easter number of sixteen pages, counting the handsome colored cover, was a fine, modern product. The Union goes in heavy on headings over its news-stories, and throughout there is a striking uniformity in both style and face of type. The various mem-

EASTER EDITION

NEWBURGH EVENING UNION

LEADING DEMOCRATIC DAILY OF ORANGE COUNTY

RED FIRE GREETS PARADE OF VICTORIOUS FIREMEN

FOREST CHIEF BEGINS WORK

MUST OBEY ROAD RULE

GHOSTS SEEN NEAR AQUEDUCT

PRISONER DISAPPEARED BEFORE ARRIVAL OF WRIT

TWEED'S HOSE HOUSE DARK

GOOD FRIDAY IS OBSERVED

McMILLAN MADE RECORD

MAYOR M'CLUNG ISSUES ORDERS

DOG GROWS TO A MONSTER

A CHAUFFEUR, OR A FIREMAN

STRONGIN NOT IN MATTEAWAN

Exhibit 11

bers of the Cheltenham family figure almost exclusively in the display of this sheet, with the imaginable pleasing effect. Clever reportorial and editorial work is in evidence in every paragraph, and the news-service is superior to that of many dailies I have seen emanating from bigger towns than Newburgh. The town, by the way, must be alive, judging from the liberal way its merchants and business men buy space for advertising in the pages of the Union. And

The News of Newburgh and Vicinity in a Nut-shell, and Just as it Happens, Too

NEWBURGH EVENING UNION

LEADING DEMOCRATIC DAILY OF ORANGE COUNTY

NOTHING TO CONCEAL

DEATH RECALLS OLD LAND MARK

MOLLY WAS NEAR DEATH

TREE PLANTING AT ST. LUKE'S

ROGERS OUT MOORE IN

ASSERTS HE BEAT HIS OLD MOTHER

LAKE MAIN HELD UP

SO SAYS LEE ROY OF THE AQUEDUCT

BEAUTIFUL HOME HERE

SAVED BY QUICK OPERATION

LOYALTY THE KEYNOTE

CHAPMAN WILL SWAP DRIVERS

BROKE A LOT OF DISHES

MACLENNON IS NOW TO BLAME

OUT TUNNEL IS FULL

SECOND ONE ON RECORD

MOORE IS SUBSTITUTED

NEW BANK CHIEF NAMED BY DIX

SIDEWALKS SOON TO BE REPAIRED

Exhibit 12

these ads are all put up in strong, simple rapid-fire order. To illustrate how forcefully the Evening Union features its local new-stories on its initial page, herewith I am reproducing the upper portions of both this special Easter number front page and that from one of the later issues following, in the later of which the almost invariable double-column "scares" are absent. (Exhibit 11, 12).

I doubt if any who read last month's instalment of these criticisms has so soon forgotten Almer C. Bakken, with the Spring Valley, Minn., Sun, whose work was reviewed therein. Exhibits 13 and 14 are another couple of his ad-

CAPITAL $30,000.00
SURPRUS $30,000.00

AN INVITATION

There are at all times of the year, people coming and going from any community, those who have recently taken this as their home we most cordially invite, to become OUR Customers. Nearly 10 years of Banking Service at the Same Stand is certainly evidence enough as to our Standing in the Community.

Besides our $50 000 00 Capital and Surplus, we have among our Directors and Stockholders, men of Financial Standing that are Equaled by None in this Section of the State Give us a full Start a Bank Account With Us. We will use you right.

Do It Now!

OFFICERS:

C. B. SMITH, President.
G. M. WARREN, Vice-President.
JOHN LEUTHOLD, Vice-President.
E. M EDWARDS, Cashier
R. E. SHEPHARD, Asst. Cashier.
H. H STEFFENS, Asst. Cashier.

First State Bank

Spring Valley, Minn

Exhibit 13

creations, and very creditable ones, too. Anyone can detect old and worn material in these columns, but the skill of the compositor will

Our Grand Spring Opening Sale Is Now On

Blue Serge Suits

Phonographs

Adler's Collegian Clothes

The Farmers Store

Spring Valley, Minnesota

Ladies' Ready-to-Wear Suits, Coats and Millinery

$9.85, $12.50 and $14.85

Exhibit 14

make itself conspicuous in spite of such handicaps.

Greenwood, S. C., April 14, 1911.

Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—We are just in receipt of the April number of the National Printer-Jounalist and have read with much pleasure what you had to say in regard to our publication, Greenwood Index.

The boys in the office are "very highly enthused" over your criticism and kind words and we are sure that this kind criticism will lead to better things in our composing-room.

Thanking you again for your kind criticism and assuring you that it is most highly appreciated, we beg to remain, Yours very truly,

We mailed you copy of our Easter Edition last week, hope you got it O. K.

The Index Publishing Co.,
H. L. Watson, J. S. Bailey, Props.

A forty-four page edition is no small affair, and such was the Easter number of the Greenwood, S. C., Index. I cannot begin to enumerate

this edition's many special features. It was bound in a handsome syndicate cover, like that described in the preceding review of the Chester Signal, and contained, besides all the news of the week, page after page of special-appropriate-to-the-occasion stuff. The business men of Greenwood improved their opportunity for publicity by getting into the pages of this Easter special of the Index in liberal shape, and I will have a few specimens reproduced to show how ably the boys "on the floor" treat them. (Exhibits 15, 16, 17). Several of the special stories for this Easter number were nicely illustrated, and much special A. P. A. plate was in evidence. Withal, it reflected most creditably upon the enterprise and thrift of its producers, and, no doubt, paid well for the effort necessary for its creation. The print being secured on this Index is hardly in keeping with the standards of other features, and, I regret to note that the editorial work on this edition is also far from that excellence praised in this department for April.

Exhibit 15

BUY NOW FOR EASTER!
Our Spring Stocks were bought months ago before the rise which enables us to give you the best of everything in our line at old prices.
Our Store is Rapidly Filling Up with the New Spring Goods, and we want you to come and make your selections at an early date, as there will be a rush for these New Spring Goods at old prices.
New Dress Goods, Linens, Wash Goods, White Goods, Prints, Ginghams, Bed Coverings, Underwear, Hosiery, Gloves, Notions, Handkerchiefs, Neckwear, Muslin Underwear and Small Weaves, all ready for your inspection at old Prices.
Ultra Shoes "Fit For A Queen"
ONE PAIR OF 25c HOSE WITH EVERY PAIR OF ULTRA SLIPPERS BOUGHT THIS WEEK
Beautiful Spring Suits, Stylish and Worth $35.00 at
$18.69
New Oxfords
$18.69
New Lot of Ladies, Misses and Children's Parasols Just Received. All Colors.
OUR REPUTATION goes with EVERY PACKAGE
J. P. Jennings
GREENWOOD, S.
The STORE that LEADS and SUCCEEDS
New lot of Children's and Misses Suede and Patent Leather Slippers Just Received.

Exhibit 16

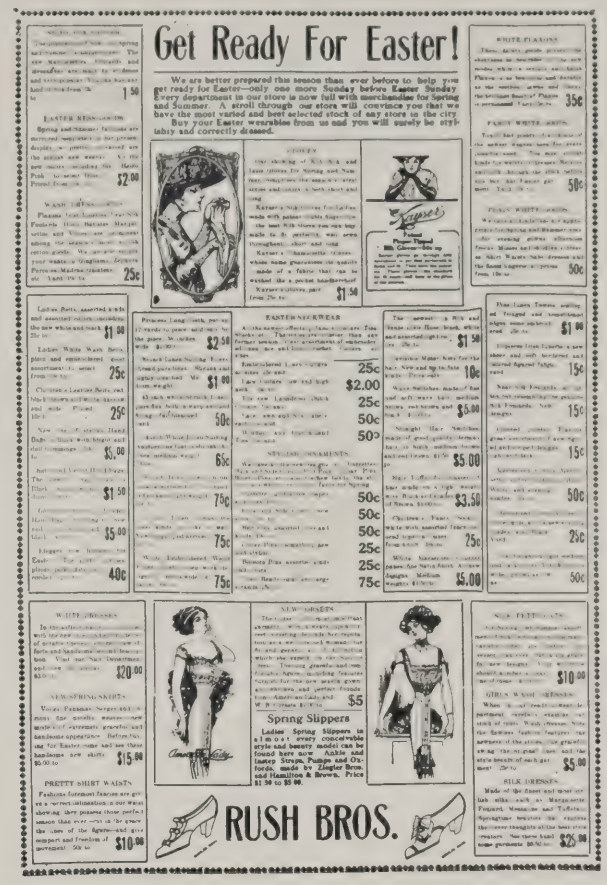

Get Ready For Easter!
We are better prepared this season than ever before to help you get ready for Easter—only one more Sunday before Easter Sunday. Every department in our store is now full with merchandise for Spring and Summer. A stroll through our store will convince you that we have the most varied and best selected stock of any store in the city. Buy your Easter wearables from us and you will surely be stylishly and correctly dressed.
EASTER NECKWEAR
NEW SPRING SHIRTS
PRETTY SHIRT WAISTS
NEW GOODS
Spring Slippers
Ladies Spring Slippers in all the cool, every conceivable style and beauty models can be found here now. Ankle and Instep Straps, Pumps and Oxfords, made by Ziegler Bros. and Hamilton & Brown. Price $1.50 to $5.00.
RUSH BROS.

Exhibit 17

The meritorious feature about the Lake Benton, Minn., News is that a clean front page is maintained. The 18-point Cheltenham cap-lines do not make very desirable heads, as the letter is a trifle too "fat." The plan of setting part of the heads after the stair-step style and others single liners is also an error. One or the other style should be adopted and adhered to. The absence of dashes between different headed stories is a deplorable condition, too. In some respects the mechanical make-up is approvable; but with some of the displayed ads on the last page, a better result could be attained, and the ideal system inaugurated. Editor Tasker might do well to establish a corps of country correspondents, whose letters would displace the plate in evidence on the last page, much to the betterment of the paper as a whole.

Lawrence, Kansas, March 23, 1911.

O. Byron Copper, DeSoto, Wisconsin.

Dear Sir:—In your March issue you speak of the style of the ads I set for Ober's and also make mention of the

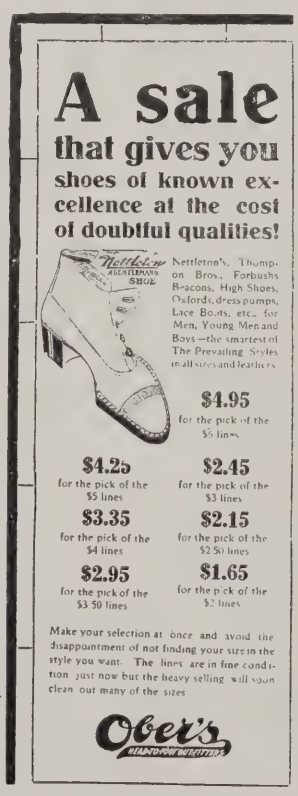
A 30-minute sight-seeing
expedition through our spring clothes display for men and young men will give you a greater fund of authentic and valuable new style information than you could get from all the magazines, catalogues and newspapers combined. It may surprise you to know that we have on exhibition more different
$10 to $35
At '15, '20 and '25
Shoe buyers, take notice! We are completely ready to show you every conceivable
$1.50 to $3
Your Stetson hat this summer is going to be a
$3.50
Parents are advised that we are going to make a strong fea-
For $12.50
$3, $4 and up to $12
$3 $3.50 and $4
Ober's
HEAD-TO-FOOT OUTFITTERS

No. 12

fact that they are all for the same advertiser. I set only Ober's ads here, my other time being spent at other work. I understand what he wants and he insists that I set his

On Display
Stetsons and Imperials
Entire Spring Lines!
IN his latest series of styles, Stetson has originated some of the cleverest ideas that ever came from the brain of a hat expert. We were so impressed with the new styles in fact that we bought the entire series and it will certainly be a pleasure to show them to customers. You may not know it but it is very seldom that one has the chance to see Stetson's complete lines in one display.
Soft and stiff, every new shape and shade $3.50
The Imperial still maintains its leadership in the $3.00 class and for that reason we have accepted the Lawrence agency for another season. The entire Spring lines are now in readiness, soft and stiff
$3
Ober's
HEAD-TO-FOOT OUTFITTERS

No. 13


A sale that gives you shoes of known excellence at the cost of doubtful qualities!
Nettleton's, Thompson Bros., Forbushs B-acons, High Shoes, Oxfords, dress pumps, Lace Boots, etc., for Men, Young Men and Boys—the smartest of The Prevailing Styles in all sizes and leathers
$4.95
for the pick of the $5 lines
$4.25
for the pick of the $5 lines
$2.45
for the pick of the $3 lines
$3.35
for the pick of the $4 lines
$2.15
for the pick of the $2.50 lines
$2.95
for the pick of the $3.50 lines
$1.65
for the pick of the $2 lines
Make your selection at once and avoid the disappointment of not finding your size in the style you want. The lines are in fine condition just now but the heavy selling will soon clean out many of the sizes
Ober's
HEAD-TO-FOOT OUTFITTERS

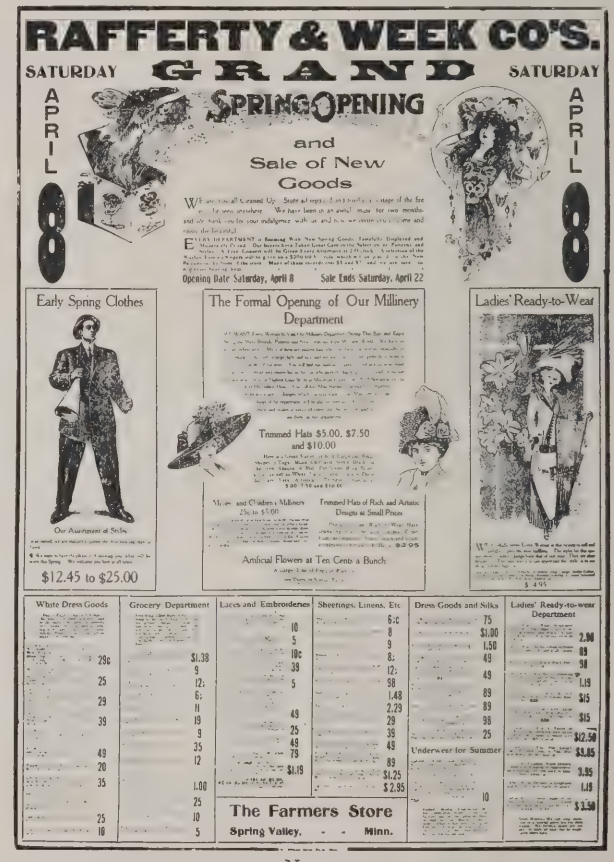
No. 14

ads. Occasionally I take charge of big ads for other advertisers, but as a rule I handle only Ober's. I think the style excellent for clothing ads, though it would hardly work wel for a dry goods ad. I encose herewith the latest Ober ad. I think it is a good one. What do you think? I always enjoy your column. Yours truly,

J. L. Frazier.

The advertisement referred to in the above letter is shown herewith as exhibit 12. I agree with its compositor in that it is an excellent example of the style adopted by the Ober firm. It has a bold strong aspect, yet is perfectly legible and neat. Two other specimens, from a later budget from Brother Frazier are being shown as exhibits 13-14.

The world is full of surprises. The truth of this old saw was brought forcibly home to me a day or so ago by the receipt of a long and to me interesting letter from a former resident of the village in which I live, who is now a full

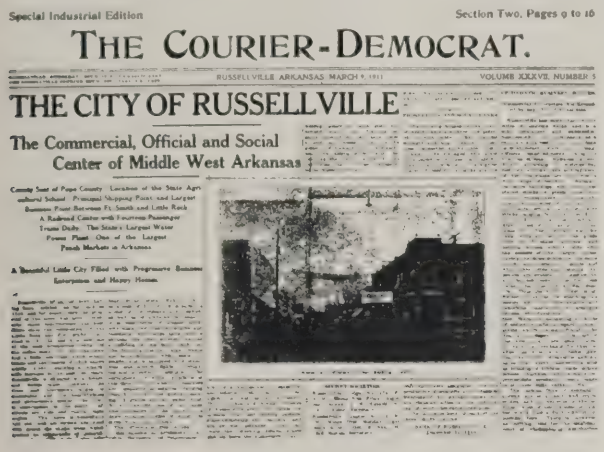


No. 15

fledged printer-pressman and machinist-operator. I didn't even know he had any idea of entering the trade. When I first dropped into De Soto, some eight or nine years ago, Almer C. Bakken was a lad in knee breeches—and now he tells me he's married. At one time, some three years ago, he was employed in the office of Editor Purcell, of the Custer County Chief, Broken Bow, Nebraska, whose paper I reviewed at that time. Later he worked as foreman of the shop of the late Bill Barlow's Sagebrush Philosophy, at Douglas, Wyoming, and is now with the Sun, Spring Valley, Minnesota, from

whence he sends me the big double-page ad as shown in exhibit 15. Those who take the time to study this specimen carefully must agree with me that Brother Bakken has handled it in a pretty creditable fashion, and given it the true artistic touch in more places than one. The general lay-out is especially good.

The Russellville, Arkansas, Courier-Democrat is a mighty fine modern weekly, with, I judge, a might fine, progressive publisher at the helm—namely, J. A. Livingston, a man with whom this department has kept in touch for years. On March 9 last the Courier-Democrat issued in the form of a special industrial edition, comprising three quarto sections, every page of which was printed in the home office. Each section was re-


Special Industrial Edition — Section Two, Pages 9 to 16

THE COURIER-DEMOCRAT.

THE CITY OF RUSSELLVILLE

The Commercial, Official and Social Center of Middle West Arkansas

No. 16

plete with matter appropriate to the occasion, every progressive business man and every enterprise, church, profession and public institution in the city being accorded mention according to respective importance and merit. Profuse illustrations graced these pages, and all was handled in a highly pleasing way mechanically. In fact, the whole edition makes a fine advertisement for the capacity, equipment and skill of the labor connected with the shop from which this special was produced. There was apparently no extra displayed advertising matter in this big special edition, but the regular ads are usually neat and serviceable. In exhibit 16 may be seen a part of a first page from one of the trio of sections of which this special consisted, which will illustrate the eminent degree of correctness with which the edition was marked throughout.

An excellent weekly is the Golden Valley Chronicle published by J. W. Brinton at Beach, N. D. The issue at hand consists of sixteen pages, every one of which bears evidence of its creator's up-to-date knowledge of the newspaper business and their modern mechanical equipment. The newsgathering is unusually well done, as is also the telling of the stories; the display composition, mechanical make-up, and press-work, each rivals for first place in my admiration.

SIXTEEN PAGES — Part One. Pages 1 to 8 — SIXTEEN PAGES

Golden Valley Chronicle

Teachers' Meeting Very Well Attended

Baseball Team Will be Fast

Anti-Reciprocity Meeting Draws Farmers from all Sections of the Valley

Jack Riley Jail-Bird No Longer

Boy Ground to Death Under Disc

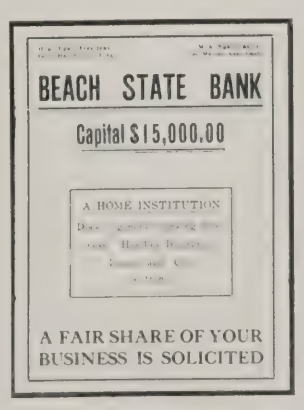
Booze Makes U. S. Marshal

Wrestling Match Tomorrow Night

HOW THEY FARM IN THE GOLDEN VALLEY

No. 17

I show the very creditable front page in exhibit 17, in which the make-up laddie secured an ideal balance by following out a highly symmetrical scheme. I don't like the gold condensed Gothic heads, especially in the upper and lower case, hanging indention style; but dare say that may be like other things in art—a mere matter of good taste—without intimating on which side the "good" should be applied. The contents of


BEACH STATE BANK

Capital $15,000.00

A HOME INSTITUTION

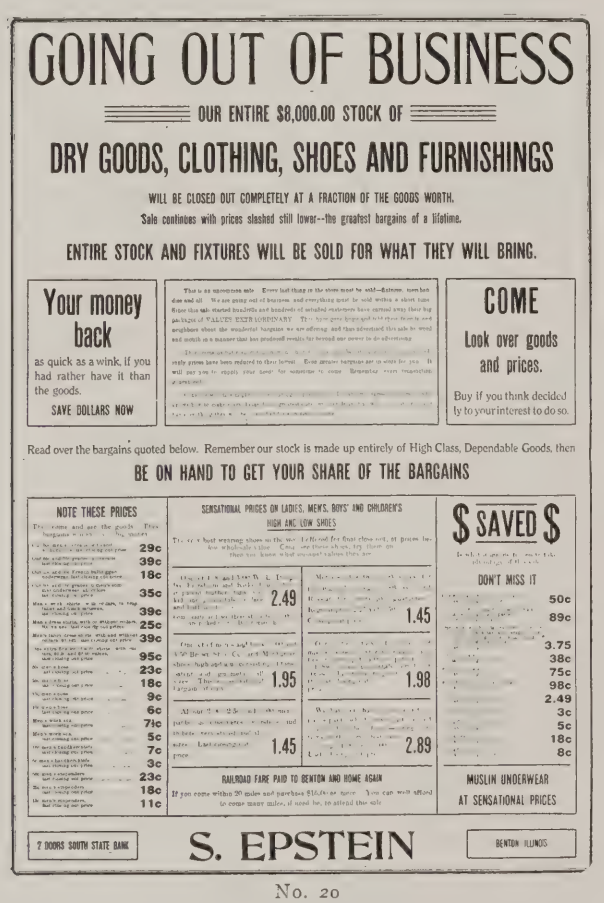
A FAIR SHARE OF YOUR BUSINESS IS SOLICITED

No 18

this paper are voluminous—so greatly so, in truth, that I cannot take the time to scrutinize each column. The editorial columns, however, call for special mention. These are spacious and exceptionally well handled. The subjects are in-

telligently chosen and treated in a thoughtful, energetic style. There's snap in every paragraph. The advertisement composition is first class—and one thing that has captured my notice and unstinted approval is the fact that not only the larger and more important spaces have been accorded care in construction, but even the smaller spaces have received the same painstaking consideration. The compositors have everything, of course, their hearts might desire to work with, and it's gratifying to observe that they use their fine material with something resembling skill. One mistake, however, stands out strongly in these Chronicle ads, which is the too profuse use of underscores—a practice which, as I have grown weary of repeating, detracts, rather than adds, to the strength of the lines of type under which employed. (Exhibits 18-19.)

If the Benton, Illinois, Republican didn't have those 18-point Condensed Gothic heads over its country news-letters, nor those two displayed


GOING OUT OF BUSINESS

OUR ENTIRE $8,000.00 STOCK OF

DRY GOODS, CLOTHING, SHOES AND FURNISHINGS

WILL BE CLOSED OUT COMPLETELY AT A FRACTION OF THE GOODS WORTH.

Sale continues with prices slashed still lower--the greatest bargains of a lifetime.

ENTIRE STOCK AND FIXTURES WILL BE SOLD FOR WHAT THEY WILL BRING.

Your money back

as quick as a wink, if you had rather have it than the goods.

SAVE DOLLARS NOW

COME

Look over goods and prices.

Buy if you think decided ly to your interest to do so.

Read over the bargains quoted below. Remember our stock is made up entirely of High Class, Dependable Goods, then

BE ON HAND TO GET YOUR SHARE OF THE BARGAINS

NOTE THESE PRICES

29c
39c
18c
35c
39c
25c
39c
95c
23c
18c
9c
6c
7½c
5c
7c
3c
23c
18c
11c

SENSATIONAL PRICES ON LADIES, MEN'S, BOYS' AND CHILDREN'S HIGH AND LOW SHOES

2.49
1.95
1.45

1.45
1.98
2.89

RAILROAD FARE PAID TO BENTON AND HOME AGAIN

If you come within 20 miles and purchase $15.00 or more. You can walk afford to come many miles, if need be, to attend this sale.

$ SAVED $

DON'T MISS IT

50c
89c
3.75
38c
75c
98c
2.49
3c
5c
18c
8c

MUSLIN UNDERWEAR AT SENSATIONAL PRICES

7 DOORS SOUTH STATE BANK

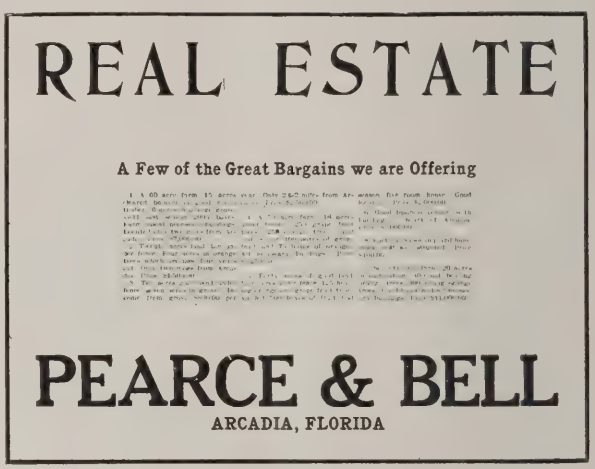
S. EPSTEIN

BENTON - ILLINOIS

No. 20

ads on its otherwise fine front page, I would simply bubble over with praise of it, for, aside from these two blemishes, it is such as to provoke such an overflow. The contents of the Republican are extensive, varied and good, but the mechanical make-up haphazard. There has been an improvement, I believe, in the advertisement composition generally since I last viewed this paper, and I'm pleased to note that; but it looks as though a great deal more pains is taken with some of the larger and more important spaces (if indeed one ad can be more important than another) than with some of the smaller ones—but this may merely be due to the fact that abler hands are called in on the larger work. The sheet is all-home-print. (Exhibit 20.)

Copies of the Arcadia, Florida, Champion are again before me, and I am more than pleased to note the fine mechanical and literary excellence


REAL ESTATE

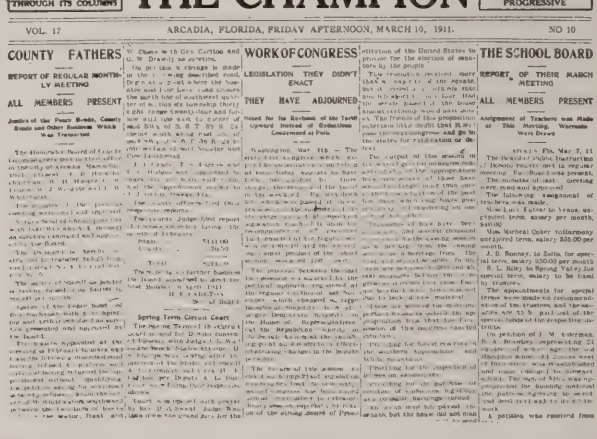
A Few of the Great Bargains we are Offering

PEARCE & BELL

ARCADIA, FLORIDA

No. 21

so conspicuously apparent generally throughout its pages. The Champion is clearly the product of a modern shop and competent men in every branch of the work of production. It's kind o' like losing an old friend, though, to note that the Childs are out of the business as proprietors, with a new name at the masthead—T. B. Hartig, as editor and business manager—but I must ad-


THE PULSE OF DeSOTO COUNTY BEATS THROUGH ITS COLUMNS

THE CHAMPION

RELIABLE, FEARLESS CONSERVATIVE PROGRESSIVE

VOL. 17 ARCADIA, FLORIDA, FRIDAY AFTERNOON, MARCH 10, 1911. NO 10

COUNTY FATHERS

REPORT OF REGULAR MONTHLY MEETING

ALL MEMBERS PRESENT

Justice of the Peace Bonds, County Bonds and Other Business Which Was Transacted

WORK OF CONGRESS

LEGISLATION THEY DIDN'T ENACT

THEY HAVE ADJOURNED

Passed for his Release of the Terrell Estate Instead of Embezzlement Condemned at Polk

THE SCHOOL BOARD

REPORT OF THEIR MARCH MEETING

ALL MEMBERS PRESENT

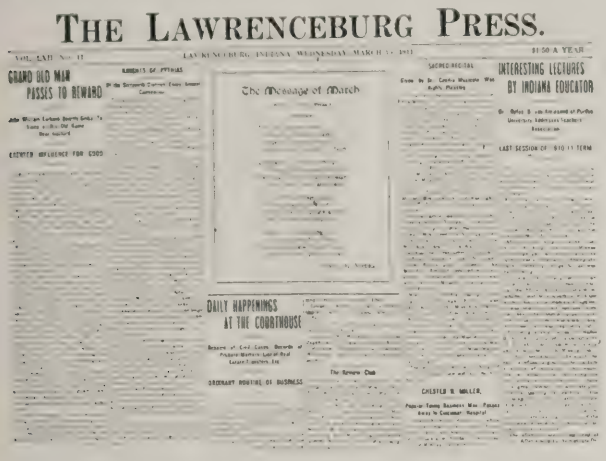
Assignment of Teachers was Made as They Normally Warrants Were Drawn

No. 22

mit that as both he is masterful. His editorial work is away above the average, his news-gathering thorough, and his business-getting abilities shrewd and successful. His editorials are keen, clean and copious, and written in a vein of sureness that brings conviction to the reader. Brother

Royal B. Child, at the time of this writing, at least, is still connected with the shop, however, still having charge of the mechanical end, and I am highly gratified when I view his work of today, in all of its dignified neatness, and hark back to the time in the past when I first laid eyes upon its then inferiority. Mr. Child is one of the several whose work I have had the pleasure to watch improve. One of his best ads is shown herewith as exhibit 21, in which the only correction would be to separate the columns of the body with at least a pica's space. Exhibit 22 is a part of the Champion's handsome first page.

The Lawrenceburg, Indiana, Press, I know, prides itself on having an attractive front page. In the accompanying reproduction (exhibit 23)


THE LAWRENCEBURG PRESS.
GRAND OLD MAN PASSES TO REWARD
The Message of March
INTERESTING LECTURES BY INDIANA EDUCATOR
DAILY HAPPENINGS AT THE COURTHOUSE

No. 23

the reader may view that of this issue before me. Too bad that another triple-deck head was not provided for the second column under the empanelled poem; but otherwise this is a fine page.

LUMBER AND BUILDERS' SUPPLIES
Largest, Best and Most Complete Stock in Southeastern Indiana
PRICES THAT TALK
J. C. WRIGHT & SONS
AURORA, IND.

No. 24

As cogent evidence that some excellent ad work is being achieved occasionally, in this paper, herewith I am showing the best specimen as exhibit 24.

I must congratulate Brother R. H. McFadden on the fine new heading he has placed over his Neche, N. D., Chronotype. It is a big improvement over the old line, in spite of its approvable similarity, and shows up well with the excellent print secured on the whole paper. I also am pleased with the able editorial department the brother is keeping up, and as an ad compositor, Editor McFadden, if he is the guilty party, is getting to be a close rival of his predecessor,

No 25

Rex H. Lampman. Fact is, it would be hard to guess which one of them was the creator of these

GREAT REMNANT SALE
All the remnants, short lengths of dress goods, silks, wash goods, outings, etc., found in our stock during stocktaking have been placed on our bargain table at prices which will make them quick sellers.
Be sure and look over our remnant counter now.
NEW SPRING GOODS ARRIVING DAILY
J. LaMOURE & COMPANY — NECHE, NORTH DAKOTA

No. 26

specimens shown as exhibits 25 and 26.

The February issue of The Barnhart Flyer is a creditable thing in its exquisite perfection, and other things received from Messrs. Barnhart Bros. & Spindler, which are valuable to the printers' world, are the pamphlets, Barnhart's Old Roman Family," and "Superior Copper-Type." The latter caption reminds me of a

No. 27

No. 28

warm thrust I once got from the foreman of the office in which I learned my trade. He informed a visitor that the cases were full of Copper-mixed type. I had done the distribution. I also have the American Bulletin for March, which is a model of mechanical perfection, too. Exhibit 27

is a beautiful displayed ad from its pages. This advertising matter which the type founders are sending out ought to surely prove a great aid to practical printers who care to perfect themselves in the calling. The examples of printing in each is, in my estimation, of the highest order, and a fit inspiration to any compositor who will studiously view them. Of course, these booklets from Barnharts probably have little place in a newspaper review department, but anyone who has anything to do with country newspapers, at least, has an interest in the kindred line of job printing, too. Some of the most beautiful suggestions for letter heads, cards, booklet covers, menus, checks, and in fact every class of work to be encountered in the average print-shop, are given in these pamphlets, some of them printed in the most charming of color schemes and tints. A number of excellent, sensible advertisement designs are also furnished, of which the 28th exhibit is a reproduction; but, unfortunately, in spite of its extreme simplicity, the result is an optical illusion—the bottom of the border seeming to flare out wider than at the top, due to the triangular center piece inside.

On March 20 the Hannibal, Missouri, Courier-Post issued its annual industrial and building edition, consisting of five twelve-page sections, making something tremendously ponderous, and replete with matter appropriate. It was a booster for the town, and, everything having been well handled by the boys who make the Courier-Post, from the editorial desk on down the line of the several departments, it couldn't well help proving a booster for the Courier-Post itself. For Hannibal this effort was quite as creditable as the sixty-page year's end edition issued by the Portland, Oregon, Journal, last December, or even that ponderous 128-page fiftieth anniversary number of the Portland Morning Oregonian, which was issued last February, and of both of which this department has copies at hand, but lacks the time and space as yet in which to offer the voluminous praise which is their due.

A Publishers Exchange was organized at Belton, S. C., April 15th, to fix more equitable and just rates on foreign advertising and to place publishers in a position to demand the same, as well as to co-operate in other business matters in the newspaper publishing business. J. A. Willis of the Belton *Times* was elected President and J. A. Stock of the Keewee *Courier,* Walhalla, Secretary-Treasurer.

* * *

The newspaper men who gathered in New York to attend the convention of the Publishers' Association and the Associated Press were a jolly lot, bearing, one and all, reports of big circulations, good business, and standing for reciprocity.

"The Printing Office the Poor Man's College."

The printing office used to be called "the poorman's college." This was not wholly because of the vast amount of knowledge that came to the printing office and passed through the hands and informed the heads of the printers, but because of the discipline enforced.

Later, with improved machinery and a greater division of labor and the lack of the retaining or enforcement of the ideas and rules of individual responsibilities and by the growth of the notion—taught by a spurious kind of unionism—that the only concern of the journeyman printer was to control work and wages through combination of members and the fixing of wage scales, regardless of knowledge or skill possessed, or the diligence, careful regard for the work, and the interest of the employment exercised—discipline was forgotten or thrown to the winds. The acquiring of thorough knowledge was entirely neglected so that instead of acting as beings of intelligence, of heart and soul, aspiring, with an artistic spirit and desire, to acquire and to do for the joy of the knowledge, the glory of the art and the accomplishments—printers had come to act only as automatons. They followed mistakes instead of correcting errors and suggesting or making improvements, with thoughts only of the clock, on the number of hours and the amount in the pay envelopes. Work soon became simply dull, thoughtless drudgery, instead of a joy, an ambition, an inspiration and a glory of accomplishment and worthiness.

A new spirit is being awakened through the journals conducted in the interest of the high calling—the printer who does not read the paper devoted conscientiously to the improving of the art and calling, should lose cast and place—through instruction in the office schools and in schools of typography, either independent or as departments of colleges, universities, academies, industrial and high schools, the glory of the craft, that seemed for a time to have been lost or beclouded, is being regained and more than all possible attainments and effulgence of the past, are being secured.

The increased understanding of the business side and the consequent increased profitableness of the calling are helping. Full and proper rewards or earnings command talent and are spurs to worthy ambitions.

The sale of the Robert Hoe Collection of rare books in New York proved a wonderful revelation not only as to the extent of the collection, but as to the influence of age in the increase of the value to book collectors of the works and literature of the past. One book by, certainly, a little known author and described as "A Book of Old English Sonnets written with courtier-like grace by Samuel Daniel and inscribed in 1592 to Delia and other ladies fair," was sold for $3,000, while "A Brief Description of New York, formerly called New Netherlands," printed in London in 1679, brought $3,800. Let not obscure writers be discouraged, a single volume of a book, now little thought of, may, four hundred years hence, bring a princely fortune, and a single volume, covering twelve months, of a weekly newspaper, that recorded the events of some now frontier city, may in A. D. 2411, bring a price that would make the present publisher wealthy.

Past Presidents Missouri Press Association.

The Association of Past Presidents of the Missouri Press Association was delightfully entertained at a dinner and reception during Journalism Week at the University of Missouri at the home of Mr. and Mrs. E. W. Stephens in Columbia. B. B. Herbert, founder of the National Editorial Association, was guest of honor at the Past Presidents' dinner, the only person present who had not held the office of president of the Missouri Press Association. The members of the organization present who had served as presidents of the National Editorial Association, E. W. Stephens, the host, and Walter Williams, Dean of the School of Journalism of the University of Missouri. The organization of past presidents of the Missouri Association is purely social. It met for the first time on the steamboat Cape Girardeau at the Association's 1910 meeting and voted to meet annually thereafter at the University of Missouri during Journalism Week. Governor Norman J. Colman, Secretary of Agriculture in President Cleveland's cabinet, editor of Colman's Rural World, St. Louis, was chosen president; E. W. Stephens, vice-president; and John W. Jacks, of the Montgomery City Standard, secretary.

PAST-PRESIDENTS OF THE MISSOURI PRESS ASSOCIATION.

(At the Home of Hon. E. W. Stephens)

Lower Row—Left to right—William Southern, Jr., Jackson *Examiner*, Independence; C. M. Harrison, *North Missourian*, Gallatin; James P. Lowell, *Democrat*, Moberly; B. B. Herbert, National Printer-Journalist, Chicago; Norman J. Colman, *Colman's Rural World*, St. Louis.

Middle Row—Left to right—William R. Painter, *Democrat*, Carrollton; John W. Jacks, *Standard*, Montgomery City; H. F. Childers, *Free Press*, Troy; Walter Williams, Dean, School of Journalism.

Upper Row—Left to right—Robrt M. White, *Ledger*, Mexico; O. D. Gray, *Leader*, Sturgeon; E. W. Stephens, *Herald*, Columbia; Phillip Gansz, *Republican*, Macon.

The Missouri Press Association has had forty presidents, of whom twenty-five are living. Of these thirteen were at the 1911 meeting: Norman J. Colman, Colman's Rural World, St. Louis; R. M. White, Ledger, Mexico; Walter Williams, Columbia; E. W. Stephens, Columbia; John Jacks Standard, Montgomery City; W. R. Painter, Democrat, Carrollton; Wm. Southern, Jr., Jackson Examiner, Independence; Philip Gansz, Republican, Macon; O. D. Gray, Leader, Sturgeon; H. F. Childers, Free-Press, Troy; C. M. Harrison, North Missourian, Gallatin; J. R. Lowell, Democrat, Moberly.

* * *

The Kentucky Press Association is to hold a midsummer meeting at Cerulean Springs. T. C. Underwood of the *New Era*, Hopkinsville, heads the Committee of Arrangements.

* * *

The Indiana Democratic State Editorial Association will leave Indianapolis by special train Thursday noon, June 1st, for the summer meeting in four cities. Thursday night and Friday morning will be passed in South Bend; Friday afternoon and night at Laporte, and Saturday at Michigan City and Gary. Governor Marshall will speak at the meeting in Laporte, Friday night, on the "New Constitution." The editors and their wives will visit and attend church in Chicago Sunday, June 4th—at least it is to be presumed that they will attend church.

* * *

The members of the Northern Minnesota Editorial Association meet in convention at Itasca Park, the head of the Mississippi River, Thursday, Friday and Saturday, June 8th, 9th and 10th. Governor Eberhart, Lieutenant Governor Gorden, and Speaker of the House Dunn are named among the speakers. Lieutenant Governor Gordon is President of the Minnesota Editorial Association besides being an active member of the Northern Association.

* * *

Editor Arthur Howard of the Salem, Mass *Dispatch*, and also a City Alderman and former Mayor, created a furor, recently, in old Salem, by appearing in the Town House Square, and acting as his own newsboy, selling his own paper. He had recently announced himself as candidate for Mayor again, and claimed that the politicians had boycotted him and prevented boys sellings his paper. He did a land office business, and his rapid sales soon attracted a number of boys who had an eye to business, and soon after the sales be, came so rapid, he found that he had a hundred new volunteer newsboys at his side and, after getting them to work, he retired leaving the boys to reap the harvest. There is nothing like grit, independence and porcible advertising with success, to bring the Yankee boys to embrace an opportunity.

* * *

Henry Frysinjer, who has been an editor over sixty years and is still at work, was tendered a banquet on April 22nd, by the Chester (Pa.) Press Club in celebration of the 81st anniversary of his birth.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

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CHICAGO, JUNE, 1911

Everybody advertises but the Printer, and he advertises everybody but himself and his own business.

* * *

The ability to understand things as well as to do things counts for very much in both a newspaper and publishing office.

* * *

Apropos to an article appearing elsewhere in this issue, on printers' advertising and largely devoted to printers' signs, Mr. J. L. Frazier writes in the *Practical Printer,* of an establishment which displayed samples in a revolving show case placed just outside the door, with a card containing the catchy and convincing declaration, "These are samples of our every day work. We can do as well by you." The neat display attracts and then every attractive specimen is showily brought before the eyes of the interested observer, whether he is a business man wanting commercial printing, or a lady wishing calling cards or society printing.

* * *

Never before was there so much good done to any calling in so short a time as has been accomplished by the Ben Franklin Clubs, the Cost Congresses held all over the country and the installing of cost systems by Cost Commissions and the United Typothetæ of America. The Minnesota Ben Franklin Club has been especially fruitful in works outside of the Twin Cities in the Northwest. That Minnesotans are thoroughly enthused was proven by the address of Jens K. Grondahl of Red Wing Minnesota at the Newspaper Week of the Missouri State University. He gave the assembled editors and students the new evangel of the cost system with all the enthusiasm of the true evangelist, carrying conviction and winning deserved applause.

* * *

The printers of all Christendom have had no small interest in the celebration of the Tercentenary of the issue of King James' edition of the Bible. The artistic illustration and printing of the Bible has furnished a most entertaining and instructive story. The title page —a masterpiece of art—and the work throughout, adorned in every chapter with artistic initial letters and printed with a care that showed respect alike for the work and the printer's art, deserve the consideration that has been given thereto, as well as careful study and consideration.

* * *

Cost, business management and efficiency are properly subjects for consideration at the gatherings of printers and will continue to be so until the business of printing has been brought to its proper position as to finances and adequate rewards due the importance and usefulness of the calling, but we are glad to notice that the interest in the question of profits has not crowded out its consideration as an art, nor entirely obliterated the artistic spirit. At a recent meeting of the Master Printers' Association of Iowa City, an address was given by Mr. Powers, Superintendent of the Torch Press of Cedar Rapids. He talked upon printing as an art, showing that it is not only the preservative of all art, but is one of the greatest of the arts itself, and that an artistic sense is required in order to produce a book or a newspaper. The highest newspaper art, he said, is entire simplicity of style, in writing, and harmony in mechanical appearance

* * *

A paper that does not tell the truth is not a newspaper at all, but simply a peddler of falsehoods, a counterfeiter, a degrader of the newspaper calling. It is difficult always to tell the truth, and nothing but the truth, but the paper or the news association that will not discharge at once the untruthful reporter or the manufacturer of news has no proper appreciation of the highest interests of the newspaper and should be liable to severest penalties as a common cheat.

* * *

Money getting may become a degrading passion as ruinous to morals, to character, to mental and spiritual life, to all the nobler sentiments, impulses and cravings for service and attainments, that make men truly great, as is passion for and indulgence in intoxicants destructive to body and mind; but the desire for and attainment of efficiency, or superior accomplishment, has an ennobling, uplifting influence all its own, and brings a supreme pleasure, a permanent joyousness, that is as far above the sordid temporary happiness of mere money accumulation or the exhilaration of physical intoxicants or the indulgence of the appetites, as the heavens are high above the earth. Sir William Mathews has well said that, "with the consciousness of mastery, of thorough knowedge and aptness comes a feeling of strength and self satisfaction, of superiority, which takes away all drudgery, and makes the pursuit of one's occupation a source of constant delight." As in the seeking first the Kingdom of Heaven, all other things shall be added, so in seeking and attaining efficiency all other blessings worth while come of themselves. Of this truth, Mr. Edison is a remarkable liv-

ing example, but he is only one of thousands who have attained, or are attaining, in their various fields of endeavor, the glorious good of efficiency and accomplishment. The joy is in the perfect, soul-enrapturing "consciousness of mastery, of thorough knowledge, aptness, strength," and accomplishment, but the rewards, substantial and lasting, follow as day the night. He who misses through lack of potency, the joy of his labor, misses all that is worthiest of life and effort, misses true liberty or independence and becomes a slave, trudging daily at the galling chains of necessity that binds to work that is drudgery instead of an increasing joyousness.

* * *

We have had occasion to remark, from time to time, on the innumerable opportunities for, and the broadness of the fields of, usefulness to the worthy newspaper maker. Still, on broader observation and consideration, the wonder grows. If one will only remember that all is good newspaper news which has not before been published to one's readers, that in any way concerns the people's callings, health, education, home, family, security, happiness, government, friendship, character, prosperity, commerce, knowledge, or anything else that touches human well being, some idea can be formed of the innumerable opportunities and illimitable fields for service, open to the press. It goes without saying that he who conducts such an agency should have the broadest possible knowledge, the widest, most intelligent sympathies, and the most perfect equipment, in every way that it is possible to obtain. To be bound to special interests, to party dictation, to the service of demagogues or politicians, to anything except the truest, broadest service and good of all is more than folly, it is crime. Newspaper making is a business but like any other worthy, permanent, honorable business it is dependent on honest worthy service truly different from others in the broadness of the service and in that it serves all in their relations to life and the whole community, city, State and Nation as well.

* * *

Some people talk about the decadence of newspapers, but if it be a decadence, it is toward broadness of information, increase of news and a vast increase in profits and of pay to all who are engaged therein. Congressman Dingley recently gave the Lewiston, Maine, *Journal* a story of his connection with that paper in 1854-5, in which he stated:—

In the winter of 1854-'55 I was in the *Journal* office for nearly three months, or until the spring term opened at Dartmouth, under an engagement with Mr. Waldron to conduct the paper, direct it to the small list of subscribers, and set type in spare hours, for which I received

ONE DOLLAR PER DAY

and boarded myself, which was then thought fair pay. The paper was then printed and published in the third story of what was then known as the Garcelon Building on Lower Main Street. At that time the *Weekly Journal* was about half the size of the present paper, and was printed on a hand-press at the rate of 250 copies per hour on one side. Outside of a column or two of editorial matter, devoted in part to the advocacy of the republican party, just organized, some brief paragraphs of State news and a column of local matter, the paper was filled with miscellaneous reading matter and foreign and out-of-state news.

* * *

The editors of the Northern District of Michigan held an agricultural and industrial Fair, all their own get up and management, on September 13th and 16th at Cadillac. Perry F. Powers, widely known to the press through the N. E. A., was president. Here is practical promotion and co-operation.

* * *

"NEW ENGLAND CHARACTER."

As a study the above title does not seem particularly novel—though full of possibilities, but as the name of a monthly publication it seems unique and somewhat striking. We have all been taught to respect the sturdiness of New England character and the thrift that is associated therewith.

"The New England Character" is a magazine, sixteen mo. in size, of thirty-six pages—little, but full of practical wisdom—is an egg of meat and possibilities. No. 2, Vol 2 is before us. It comes from the Griffith Stillings Press, 368 Congress Street, Boston. A brief prospectus, accompanying the publication, explains its origin and purpose in the following terms:—

"Believing that the future prosperity of New England lies in securing intelligent co-operation between employers and employes, J. Eveleth Griffith, a Boston publisher, has issued *New England Character*, a monthly magazine to promote commercial efficiency and advance the standard of 'New England Quality'

"The motive of the magazine is entirely altruistic. The publisher's view being impressed by the exclusion of advertisements; his idea being that the effectiveness of a magazine of such close personal contact between employer and employe may be lost by making the magazine an advertising medium.

"Articles by New England men and women and writers of National and International repute are scheduled for future numbers."

That is all good for New England, and why not for the rest of us, although our ancestors may have wandered from the "old home" of the Puritans or, unfortunately, have been born elsewhere! The idea is to have the magazine circulated by employers, as a direct, personal gift, among their employees, and copies, in lots of ten to five hundred, are furnished at five cents a copy. We are all seeking for co-operation and efficiency and, if there is a convincing fact as to the existence of a Satanic spirit abroad in the world, it is that human beings, employers and employees, whose welfare, advancement, security, peace of mind, happiness ,and success, depend upon mutual confidence, co operation and good will, have been found everywhere in the past working one against the other, harboring distrust and hate, playing at cross-purposes, and nursing jealousies.

With the whole dominion of Earth with all its won-

derful resources, powers and utilities to search out and put in subjection, men have wasted their God-given abilities in efforts to injure, to compass, to outwit, to subject one another, when each and all might have been blessed and crowned rulers over a heritage boundlss in richness for all. Men differ in gifts and the wonder is that, instead of recognizing this fact and acting thereon for mutual attainment, conquest and glory, each has sought, selfishly and with jealousy, to belittle and to render the less effective the peculiar talents and gifts of others, because they were not their own.

A more intelligent view is being reached and we believe, with the editor in his "Round Table" talk, that Most employers today wish to better the condition of their employees. They want happy, contented, working men and women and are, most of them, anxious for any reasonable thing that will bring about this condition." Employees, too, who have not been taught in schools of jealousy, suspicion and hate and who have such learning, knowledge and intelligence as should be possessed by, and is the right of, every American workman in this land of free schools and a free press, should possess the same kind of a wish, and regard for their employers and all their interests, and for the success and worthiness of their work, looking forward to the time that they may themselves become employers or directors of departments of work.

When the time of perfected industrial co-operation arrives, all will be workers together for good, recognizing mutual duties and dependency, and want and strife, strikes, wars and litigation, all founded in ignorance, disability, jealousy, hate, foolish overreaching and greed, will disappear, for all will recognize that the good of each is the welfare of all, and that, with men exercising intelligent mastery over nature, with efficiency, kindliness and love, there will be more than an abundance for every human child on eath, fo this was God's plan and wise provision.

Under the head, "The Philosopher in Business," we find this brief paragraph, "Every occupation should aim to make Manhood rather than Money." We agree with the author's evident meaning but, in a broader sense, we do not believe that "the making of money" in the narrow and selfish sense in which the expression is gnerally used, should ever be the aim or object of an occupation. The aim should be service, the supplying of human wants, the upbuilding of the race, the making of one's self and all others independent, self-reliant, happy, intelligent, contented. Many of the headings in this New England Character Magazine are suggestive of the drift and argument of the book, as witness: "The Unselfishness of Commercial Industries," "Grit," "How a Conventional Man Became a Real One," "Enthusiasm," "The Young Man as a Unity," "Discipline," "Loyalty," "Citizenship," "Each Day Beginning a New Life."

Old Editor's Farewell to Old Type

We may have published the following good-by to the old type by the editor, in substance, at some time in the past for, somehow, it seems familiar; but there is enough in it of sentiment as to all the sad and glad things of a newspaper, of its records and service, to justify republishing here as it has been republished in the Plattsburg *Republican* from its issue of January 7, 1871, when it was first written by Col. Roby G. Stone:

We have today put off our old type—type that has been in this office, some of it, for more than twenty years! It is like parting with an old friend, and we cannot let it go out of our sight without a passing farewell. And so we say farewell, old type! We have summered and wintered with you for many long years. We have sat up nights with you, and beheld your impassive faces at early morning. Unceasingly you have done your duty. A thousand times you have clicked in the compositor's stick, and a thousand varied expressions have you given utterance to. You have been bound to the galley, and visited the sanctum in proof. You have received reproof and been discharged to speak your mind the next day to a public ever anxious for the news, and never done finding fault with the types. You have sounded every note of human passion and uttered every tone of human feeling. You have imparted news from far countries, and hurriedly picked up events that were within sight of your own cases. You have embodied jests and jokes that have caused the sides to crack with laughter, and you have spoken sentiment that has opened wide the fountain of tears. Into how many weather articles have you entered. What vast eggs, the "last lays" of marvelous hendom, you have announced. How have your eyes been open to the changing evidences of the season, and how have your ears picked up to catch the first rumor of exclusive intelligence, and how gleefully have you laughed that "no other paper has the news." Ofttimes have you been "gratified to learn," and as often "regretted to announce," that this or that astonishing event has occured. How many "courteous and gentlemanly" friends have you not met, and how you have glorified matters that have seemed to afford you a few hours or even minutes of pleasure.

But "old type," your day is past. There you are, heaped up in inglorious confusion, in the type box, waiting for a bid upon your useless bones. We will not write *hic jacet*—"here it lies"—upon your remains, for we can pardon now all your errors and mistakes, and they have not been numerous. Your day is past for the present. Just now, brevier, bourgeoise, minion, leads, cuts and all, heretofore separated by stern column rules of brass, are hustled together in one indistinguishable pi. But you shall go to the type foundry and be melted and shall reappear in new and beautiful form. A resurrection shall come upon you. You shall pass through the fiery furnace and come forth with life renewed and ready for action in another sphere. Perhaps you shall turn upon your old friends, and in the hands of other compositors shall hurl back hate and defiance upon us. You have been in this life conservative, in the next you may be radical.

We cannot hope to follow you through all your future transformations, as wonderful as the metempsychosis of old philosophy. But don't forget the friendly compositors who have kindly picked you from

the case and arranged you for the paper, nor the proofreader who has corrected your innocent errors and set right your turned letters with his cabala of mystic signs. Don't forget the old press that has jerked you back and forward in the form and rolled its ink over your unwilling faces and then wiped you dry with its broad white sheet. Good-bye, old type!

It is evident that in those old days of the hand press, days of usefulness, deep convictions and emotions, the types were not discarded at the end of any three or four years and an allowance of twenty-five per cent a year for depreciation would have been considered extravagant and wasteful, if not even a gross sacrilege toward the faithful types that were treasured, cared for and loved through two decades or more.

Hurtful and Helpful Newsgathering

The able writer of a series of articles on the American Press in *Collier's Weekly,* makes clear some of the difficulties encountered in newspaper reporting of facts in the following and at the same time gives some thoughts as to hurtful and helpful news-gathering and reporting:—

"But what is truth? Something like the Fourth Dimension, which the finite mind can state but not grasp; something seen differently by each beholder. And what a laborious process is that of arriving at the final human approximation to truth in any one of the fifty stories which a newspaper publishes every day! William Smith is murdered; it seems most likely that Robert Jones did it. The next morning, in fact, the newspapers are so sure of it that they accuse Jones. Detectives must find and sift evidence, coroner's juries sit, grand juries return indictments, petit juries listen to evidence and summings-up, before man creeps so near to truth in action as to determine that Robert Jones should die. But by the demand of his public, the editor must publish the fact that Smith was killed, with the probable fact that Jones killed him, on the very day of the murder—nay, at its very hour. In this case the ideal of truth becomes a desperate impossibility; yet the instance typifies three-quarters of the news which daily journalism must handle.

"Most news," says Tiffany Blake, "is not fact, anyway. *It is gossip about facts.*" In this, I think, he has said a wise and final word. News, as it works out in newspaper practise, amounts to gossip, the impressionist picture of truth. It is gossip organized to our uses, subdued to our hand, and raised to both a science and an art. For before journalism was, the town or tribal gossip discharged in irregular aand primitive fashion most lower functions of a newspaper and some higher ones. He "mixed," he found by force of his prying curiosity the things which were his business as a member of the tribe, and the things which were no one's business. After that, he circulated through town or settlement, telling. And I conceive of one gossip, expressing most closely the bad sense we have come to feel in that word, whose tongue wagged on the hinges of malice and vanity, who spread no good thing about his enemies, and who made a mountain of rumor from a mole-hill of fact for the satisfaction of attracting attention. To him tribe or town listened, though they despised. He was a curse to his world. Foolish rumor and baseless report play a large part in the history of all ages down to the one which brought accurate journalism, and the springs of destructive rumor were such tribal gossips."

Constructive work, promotion and upbuilding, in giving the news and commenting thereon, are the highest duties and the most useful work of the modern newspaper. City Editor Logan of the Kansas City *Star,* in his excellent and practical talks to the students of Journalism during "Journalism Week" said, among other useful things:—

"Whether it be the publication of a series of articles that is followed by the establishment of a great enterprise like that of the Kansas City Missouri River Transportation Company or the improvement, through publicity, of a traffic way in an outlying district, it is constructive work and to the extent to which he is a constructionist I believe the city editor's chief value lies."

Newspaper publishers have an honest interest in the treaty of reciprocity with Canada that is no less broad and patriotic for the reason that incidentally, it will serve to save our forests and to prevent an unjust monopoly on the manufacture and sale of certain grades of paper. President Taft in his address at the banquet of the American Newspaper Publishers' Association put the subject in a proper and true light in a few sentences:—

"Controlling considerations in favor of a ratification of the contract with Canada, the President said, are the opportunity it gives us to increase the supply of our natural resources, which we have squandered 'with the wastefulness of children,' and the vast tracts of unoccupied or sparsely settled land in the far North which it would ultimately open to our trade and settlement. These benefits would be mutual.

Concluding his address with an earnest plea for countrywide support of the reciprocity agreement, the President said:—

"The forces which are at work in England and in Canada to separate her by a Chinese wall from the United States and to make her part of an imperial commercial band reaching from England around the world to England again by a system of preferential tariffs will derive an impetus from the rejection of this treaty ,and if we would have reciprocity, with all the advantages that I have described and that I earnestly and sincerely believe will follow its adoption, we must take it now or give it up forever."

In commenting on a proposed new paper in a Kansas town the Emporia *Gazette* made this general observation: "The second great folly connected with popular government—and it is as bad as revolution—is the habit some people have when they are licked in an election of starting 'another paper.' The typefoundries of this world and sulphur works of the next are maintained by just such people. A newspaper started for political purposes before or after an election is as sure to fail as the sun is to rise. Men don't start grocery stores or millinery shops or pie foundries as a poware stores upon political grounds. Yet they think by some occult process that a newspaper started as a political agent will pay. It never has paid, it never will pay and the man, men or community that tolerates a political newspaper might just as well nurse cancer or leprosy. It breeds grief, brings trouble, nurses hatreds and makes a town or a county the laughing stock of its neighbors."

Visit to Lincoln Memorial University

EDUCATIONAL work and worthy newspaper production are closely allied, and we have been more than pleased to meet with the educators and the students of the University of Wisconsin at Madison; of the University of Missouri, at Columbia, and of the Lincoln Memorial University at Cumberland Gap, Tennessee, within the past few months. The last named University is limited in resources, in the size of the faculty, and in the number of students, as compared with the other two, but, then, it is young in years and was undertaken and is conducted as a benevolent or humanitarian movement, wholly for the benefit of the mountineers of Tennessee, Kentucky, North Carolina, and Virginia, in a region where the people are poor and have been almost without schools, though they are the descendants of the early English, Scotch-Irish and French Huguenot ancestry. They are the same people from among whom Abraham Lincoln sprang. The school has been wholly without endowment and has been supported by voluntary contributions. An effort was made, early in the beginning of the institution to connect the National Editorial Association with the work, and to establish there, among the people that have lived close to nature and have been loyal to the primative ideals of honor, patriotism, and religion, a school of typography and journalism, that would be unhampered by selfish interests, by wrong practices and traditions; where the students would come to their calling with all the freshness, inspiration and zeal with which Horace Greely came to the calling from his father's home in New Hampshire and the frontier newspaper and printing office in Vermont. It is not too late yet. The school had a small printing office for a time, that was unfortunately destroyed in the burning last year of the mainbuilding, though a paper is still maintained. The lack of funds and proper teachers have stood in the way of carrying out this part of the plan, but the school—which the rather should have been named an Institute than a University though the name chosen indicates the great ambition and hope of the founders and the desire to do honor to the sainted name of Abraham Lincoln—has gone right along with the most useful work. When we first became connected with the institution, in the rather nominal character as a director, only to give such time as could be spared from other arduous duties and activities, there was only an academic department with some sixty-five scholars. There is now maintained, under the direction of the University, a graded school with two hundred pupils, while, in what is called the University, there are five hundred students and eighty were turned away last year for lack of accommodations, and two hundred more could have been easily secured from among the people greatly in need of education, had there been room. The school has a farm of five hundred and eighty acres, and instruction in agriculture is rapidly becoming one of the most important departments. A domestic science department is maintained with a small building devoted to the purpose; a much larger building, furnished with all needed equipments, ranges, and an oven, is badly needed.

The Normal Department of the School has proved especially useful and many of the students have found employment in schools in the regions that heretofore had been lacking in both teachers and schools. The Medical Department of the School has been located at Knoxville, some forty miles distant and consists of a Lincoln Memorial Hospital, the Medical College proper and a training school for nurses. This department is thoroughly equipped and already, instead of being an expense, yields a revenue. The Medical Faculty and equipment have recently been strengthened to meet the growing needs of the region. Students of the Medical School have abundant instruction both by lectures and text-books; much laboratory work is done; and the benefit of clinical instruction is offered in the Hospital nearby. In the past year, the laboratory equipment has been increased at a cost of nearly $1,000; and the lecture room has been furnished with a Reflectoscope—the best that money can buy—for all projection purposes.

Excellent advantages are offered young women to become professional nurses. Students in the Training School have instruction by text-books and lectures, and continued practice in caring for the sick and injured from the city, the mines, and the mountains. The entire medical department constitutes one of the choicest activities of the University, and it is winning the regard and co-operation of the citizens of Tennessee (and of the people of the mountains near and far).

At the University proper students are given instruction in carpenter work and building; most of the buildings on the grounds having been constructed by the students, and in this way, and by work on the farm and in the truck garden and in the dairy, many of the students, with a loan of a hundred dollars on a scholarship furnished by some benevolent person, have been able to work their way through the school. Each hundred dollars is to be subsequently returned by the student receiving the same, in this way making the benefit permanent for future students.

There are now the following buildings on the grounds, Avery Hall of stone and brick, used as a dormitory for the boys; a Conservatory of Music—an elaborately constructed residence with twenty rooms that cost sixty-five thousand dollars but was bought for the school for one thousand. (These two buildings are shown in an illustration); the Library Building given by Andrew Carnegie and costing $20,000, used for recitation rooms and a library of several thousand volumes; an auditorium sixty by eighty feet, one story, seating five hundred, for lectures, public assemblies and chapel exercises.

Science Hall: This is a neat, two-story hall, built of stone and brick. It has a lecture room, three rooms for men, and the chemical, physical and biological laboratories. These laboratories are being supplied with appropriate apparatus and material.

Ellen M. Meyers Hall: A two-story brick building with stone foundation has been erected on a lot adjoining the Campus as a graded school for students not ready to enter the preparatory classes. The first floor has two large schoolrooms, and the second floor is an auditorium with stage and dressing rooms. This hall is named in honor of Mrs. Meyers who did excellent work in an elementary school that prepared the way for Lincoln Memorial University.

Teachers' Cottages: On the south side of the main drive are three well constructed, neat frame cottages, supplied with modern conveniences, each making a comfortable home for a teacher's family. These cottages are desirable and always in great demand:—

1—Swift Cottage is the gift of Mrs. Swift, of Chicago.

2—Smith Teacher's Cottage is the gift of Mr. and Mrs. Smith, of Poughkeepsie.

3—Teacher's Cottage No. 3.

4—Grove Cottage, located just north of Avery Hall, is a commodious building now used as a boys' dormitory, accommodating about fourteen.

5—The Lodge, situated near the north entrance to the Conservatory grounds, is a neat and cozy six-room building.

Students' Cottages: Recently these students have constructed a group of four eight-room, two-story frame cottages of similar design, each having a complete partition dividing it into equal parts which may be used by separate families.

SCENES AT LINCOLN MEMORIAL UNIVERSITY AND IN THE CUMBERLAND MOUNTAINS.

Beginning at the top and reading from left to right—1st—Returning from the Grist Mills; 2nd—Group of the Grant-Lee Literary Society of the Lincoln Memorial University; 3rd—Group of teachers, directors, and visitors; 4th—The old style of pounding clothes; 5th—Two bright mountaineer girls doing the family wash; 6th—Conservatory of Music; 7th—Avery Hall, Boys' Dormitory of Lincoln Memorial University; 8th—The Old Folks at Home, in the Ideal Mountain Cabin.

A small barn is within easy reach of the cottages for the use of the tenants:—

1—Smith Cottage is the gift of Mrs. Smith, of Poughkeepsie.

2—Spofford Cottage is the gift of the late Miss Emily Spofford, of Brooklyn.

3—Avery Cottage is the gift of Mrs. S. P. Avery.

4—Blackmar Cottage was erected in memory of General Blackmar.

5—Rice Cottage is a comfortable four-room house on the drive just north of the Library.

6—Hillside Cottage is a two-story building situated on the elevation east of the Dairy. It is now used by the Domestic Science department.

Other Buildings: There are on the farm eight cottages for laborers whose children attend the schools. The Farm has a commodious and suitable Barn just south of the Spring. The Dairy and Tool House nearby serve their purposes well. A suitable barn for the dairy herd has been built, with modern equipment. The Manual Training department has recently been installed in a suitable building near Grove Cottage.

To finish out the departments of modern, practical, industrial education some one of our great type founders should plan and furnish the means for a school of Typography. A building could be constructed from the foundation walls of the main building, that burned about a year ago, on a most attractive and commanding site. The fact is that no other school in the world has a more healthful location or one with more enchanting surroundings, with views of fields, hills, valleys, and mountains, and an equitable temperature. It ought to be supplemented with a governmental Botanical Garden and National Schools of Forestry and Mining. The school, in this way made national in scope, would form a much more appropriate monument to the name of Abraham Lincoln than could any marble shaft, however large or high, or any sculptured statue, however grand or perfect.

Lincoln Memorial University is located near Cumberland Gap, Claiborne County, Tennessee, on the Louisville & Nashville Railroad, and on the Knoxville and Middlesboro branch of the Southern Railway. Passengers coming via the L. & N. leave the train at Harrogate, Tennessee; those coming via Southern, at Cumberland Gap. The University is situated in the beautiful and fertile Powell River Valley; and, stretching away to the north and west, rise the everlasting peaks of the Cumberland mountains.

The town of Cumberland Gap takes its name from the famous gap in the Cumberland range just at the junction of Tennessee, Kentucky and Virginia. Through this historic gap Daniel Boone piloted those intrepid pioneers who wrested Kentucky from the savages, and laid the foundations of that great Commonwealth.

This Gap was for many years the avenue through which the commerce of this section passed on its way from the older to the newer states. During the Civil War the Gap was the strategic point for possession of which mighty armies contended, and many brave soldiers perished. It was the key to the whole situation, occupying a central position, and being a gateway from the valley of East Tennessee to the famous blue-grass region of Kentucky.

The region about Cumberland Gap is noted for its fine scenery and its healthfulness. The committee of physicians, appointed to select a suitable place for a sanitarium, for the company that was developing the section, reported in favor of the spot where Grant-Lee Hall stood. Its altitude gives it the cool nights so refreshing after hot days of summer, and supplies also the breezes which blow during the day. Springs of water coming out of the limestone ledges are abundant and the water is both pure and cold.

In the Cumberland range are also several wonderful caves, three of which are worthy of special mention. (1) The Soldiers' cave contains many curious and wonderful limestone formations, the sight of which will pay one for a visit. (2) In King Solomon's cave Nature seems to have exerted herself to the utmost to give us a rare museum of her own relics—queer shapes of stone built through countless ages. This cave is said to rival the famous Mammoth Cave in Kentucky for variety of scenery and natural beauty. (3) The Sand cave is most interesting. One finds here about thirty different varieties and colors of sand. The geological formation is well worth one's study, affording a unique opportunity for research and investigation.

Under such conditions and with such surroundings, it is needless to say that we greatly enjoyed attendance on the meeting of the Board of Directors May the 2nd; the Commencement Exercises on May 3rd (our sixty-eighth birthday), and a trip over the farm and meeting with the faculty of the University on May 4th. The faculty is composed of a noble company of men and women, devoted to their work with George Allen Hubbell, A. M., Ph.D., formerly of Antioch, Ohio, as President. We were much pleased to meet, the first time for many years, Dr. G. N. Whittaker, formerly of the *New England Farmer,* Boston, Mass., who had been elected to take the place, on the Board of Directors, made vacant by the death of the late General O. O. Howard, accounted as founder of the University. The commencement exercises were especially interesting and entertaining. The orations delivered by the young men and the essays read by the young ladies would have done honor to the members of any graduating class in America. Brief addresses were made by the noted Jack Chinn, of Kentucky; President Hubbell; Dr. Whittaker, of Washington City; Dr. Allen of Marble Collegiate Church, New York City, and the writer. Following these exercises, that were attended by a large audience composed of the students and their friends, a picnic was enjoyed on the beautiful campus grounds, shaded by great trees and commanding the view that has been heretofore briefly described, of the Powell River Valley and the surrounding mountains. This was sublime and inspiring. The words and conduct of the students, the giving of the "college yell," the hearty cheers and the good will manifested both during the commencement exercises and on the campus, showed that the true college spirit prevails here in a vigor and with a loyalty that would put to the blush those in many older institutions. It is well, for the wealth of a school is in its students and graduates. We give a number of views obtained during our visit, showing two of the school buildings, a group of directors and teachers and visitors on the campus; the members of the Young Men's Grant-Lee Literary Society, and some scenes of life in the Cumberland Mountains, rapidly changing under the new influences. We regret that the camera did not furnish more perfect results.

ITEMS OF INTEREST.

Frederick A. Grimes, who recently became connected with the South Bend *Tribune,* has resigned and accepted a position with the Grand Rapids *Herald.*

R. M. Hutchinson, formerly of Kendallville, Ind., has accepted a position on the staff of the South Bend *Tribune.* Mr. Hutchinson has been engaged in the newspaper business in South Bend for some time.

The South Bend *Daily Tribune* celebrated its 38th anniversary May 28. The *Tribune,* which was founded as a weekly March 9, 1872, will observe its 40th anniversary next March.

Proposed Itinerary of the National Editorial Association—Program of the Convention

The following attractive itinerary has been mapped out for members of the National Editorial Association following the Convention in Detroit:

Leave Detroit, 5 p. m., July 20th.
Arrive Kingston, 5.30 a. m., July 21st.
Leave Kingston, 6:00 a. m., July 21st.
Arrive Montreal, 6:30 p. m., July 21st.
Leave Montreal, 7:00 p. m., July 21st.
Arrive Quebec, 6:30 a. m., July 22nd.
LeaveQuebec, 6:00 p. m.
Arrive Montreal, 7:00 a. m.
Leave Montreal, 11:00 p. m.
Arrive Toronto, 8:00 a. m.
Leave Toronto, 5:00 p. m.
Arrive Cobalt, 9:58, a. m.
Leave Cobalt, 7:35 p. m.
Arrive Toronto, 8:00 a. m.
Leave Toronto, 9:00 a. m.
Arrive Chicago, 9:00 p. m.

It will be one of the most varied and every-way delightful summer trips that could be conceived. The pleasures and recreation of travel on Lake Ontario and down the St. Lawrence River, passing among the Thousand Islands and over the rapids, visiting the splendid historic cities of Kingston, Quebec, Montreal, and then Toronto, need only be mentioned to be fully understood and appreciated. The side trip to Cobalt through the forest, lake and mining regions of Ontario will be a pleasing diversion. The outing proposed is worth a trip across the continent to enjoy. It will prove a most improving and informing journey, as well as restful, invigorating and enjoyable, with constant changes of enchanting views. The traveling together on the great steamers by the editors and publishers, from all parts of the country, will give opportunity for social enjoyment and for the interchange of experiences and views, and profitable shop-talks, in the midst of inspiring surroundings that will prove not less pleasurable and educative than will be the sessions of the Convention.

THE PROGRAM.

President Baumgartner reports good progress in arranging the literary program which will be completed in time for announcement in full in the July issue. There will be many notable features and every minute will be filled to the limit. One of the features will be an "Open Parliament" for forty-five minutes at the opening of each session. This will be along the "Question Box" plan that proved so instructive and intensely interesting at the Portland, Oregon, Convention in 1899. For this part of the program, President Baumgartner has secured the assistance of specialists in the various departments of journalism, who will be able to give enlightening and helpful views in all the various departments.

Among the other set speeches, addresses will be deliveed by the following:—Dr. E. A. Whittaker, formerly of the *New England Farmer,* Boston, Mass., now in the Department of Agriculture in Washington, who will talk on the "Relation of the Press to the Agricultural Department;" L. B. Palmer, Manager of the American Newspaper Publishers' Association, New York City, "Free Publicity;" George H. Hubbell, Ph.D., *The Mountain Herald,* and President of the Lincoln Memorial University, "Education by Press and School in the Shadow of the Cumberland Mountains;" Justice Sutherland, of the Canadian Supreme Court (subject to be announced later); John B. Stoll, *Times,* South Bend, Indiana, "What of the Day;" Ovid Bell, *Gazette,* Fulton, Missouri, "The Country Weekly;" J. J. Allen, *Daily Beacon,* Wichita, Kansas (subject to be announced); S. P. Brooks, President of Baylor University, Waco, Texas (subject to be announced).

These are but a few, given in addition to those named in the May issue of the NATIONAL PRINTER-JOURNALIST, to show the varied nature of the program and its attractiveness. Of these speakers, L. B. Palmer's position and work have given guarantee of wise and valuable counsel. J. B. Stoll is known as one of the most able among the newspaper publishers of Indiana. He delivered a noted address at the time of the convention of the National Editorial Association in Chicago, 1893, before the "World's Press Congress," on "Recklessness in Journalism," that attracted wide attention and elicited highest commendation. He will give some helpful views as to the times, customs and conditions. In a discussion at the World's Press Congress" he gave as his definition of the Newspaper, "A private enterprise for the promotion of the public good."

Dr. E. A. Whittaker is well known to the older members of the Association. He has frequently been a delegate from Massachusetts, and has presented able papers before two or more conventions, as has also his talented wife, who has shared in his life work. He is both an able writer and speaker, and a man of broad information and views.

George P. Hubbell, Ph.D., is an Ohio man, educated at Antioch College, an able writer, speaker and author. Among his other books, his "Life of Horace Mann," the great educator and statesman, is considered a standard work; it is filled with valuable facts of a great and inspring life, told in clear, enchanting and inspiring style. The book should be read by every editor who aspires to be a helpful instructor, educator and inspirer of his people and to aid along good citizenship, good, honest, patriotic government by and for the people, and broad, thorough, practical education, literary, scientific and industrial.

Mr. Ovid Bell, of the *Gazette,* Fulton, Mo., conducts one of the most successful weekly newspapers in the United States. It has over twelve thousand, five hundred regular subscribers in a county of twenty-six thousand population—only five thousand of the same being in the town. All who read the article in the NATIONAL PRINTER-JOURNALIST for April, this year, entitled "Success Through Worthy Service," will want to hear Mr. Bell's address. His plans of management, work and push, will be found of great value to all editors and publishers of newspapers, whether of dailies or weeklies, in metropolitan cities or small towns. No maker of a home weekly who can, by any possibility, arrange to attend the Detroit Convention, can afford to miss the hearing of Mr. Bell's address. Any one who will follow his directions and systems with intelligence and zeal, will make much more than the cost of the trip to Detroit and return, within six months, and will go on winning more business and greater success. His is a kind of newspaper making that grows by accretion, pays dividends and brings honor, good will and permanence—is proof against petition or invasion.

Henry J. Allen is the editor and publisher of the *Daily Beacon* of Wichita, Kansas. The paper gave, in 1910, an itemized statement of circulation of over twenty thousand and was still growing—this in a city of 50,000 in a State covered by excellent, successful daily and weekly newspapers, both within the State and from Kansas City and St. Louis, Missouri. The *Beacon* is said to be the fastest growing daily newspaper in Kansas, with a compact circulation, confined to Wichita and the country immediately contributary thereto—the trading zone of its merchants. The representative of such a newspaper will have something to say worth hearing and that will be profitable to remember and to put in practice.

This much is written only to indicate the high character of the program and the intelligent pleasure and the high profit to come, to the members of the National Editorial Association, therefrom. We may have something more to say in the July issue. What has been written, of course, is with no view to discriminate or to place one above another. It is evident that all the numbers on the program will be of the highest worth.

It is planned for the delegates from the West, North and Southwest and the Central West, and all others who may find it pleasureable or convenient, to rendezvous in Chicago, leaving by special train at 11:05 a. m., Monday, July 17th, and arriving in Detroit at 7:30 p. m. All other delegates will go directly to Detroit as there would be no other central, convenient place of rendezvous for those coming from points east of that city.

LETTERS CONCERNING DELEGATES TO N. E. A. CONVENTION AT DERTOIT.

WASHINGTON, D. C., May 8, 1911.

DEAR FATHER HERBERT:—

I expect to attend the Detroit Convention, and believe that a personal letter and appeal to the old-time members and friends of the N. E. A. ought to bring a good delegation from Ohio to Detroit.

With kind regards, I am,

Very respectfully, WILLIAM A. ASHBROOK.

NEW YORK PRESS ASSOCIATION.

Office of the Secretary.

DANSVILLE, N. Y., May 8, 1911.

MY DEAR HERBERT:—

So far these delegates to the N. E. A. Convention have been named:—

John A. Sleicher of *Leslie's Weekly.*
John Clyde Oswald of *American Printer.*
Luke McHenry of *Chittenango Times.*
Charles E. Overton of *Coney Island Journal.*
Albert C. Lux of *Clyde Herald.*
H. B. Sykes of Clinton Courier.

I now expect to attend, and have written President McKinstry, urging him to go. Have no doubt the convention will be notable. Our officers are:—

President—Willard McKinstry, Watertown *Times,* elected in place of William J. Pollard, Deceased.

Vice-Jresident—Ed L. Adams, Marathon *Independent.*
John K. Walbridge, *Saratogian.*
Geo. E. Marcellus, Le Roy *Gazette.*
Dan C. Seitz, New York *World.*

Executive Committee—W. D. Greene, Chairman, Fairport *Mail;* C. I. Combes, Johnstown *Republican;* R. L. Forbes, New Rochelle *Paragraph;* Dr. E. H. Porter, *N. Y. Journal of Homeopathy; Gardiner Kline,* Amsterdam *Recorder;* and, of course, the same old secretary and treasurer for the 44th time.

As always yours,

A. O. BUNNELL.

THE COMMONWEALTH.

GREENWOOD, MISS., May 6, 1911.

DEAR FATHER HERBERT:—

The following is a list of delegates from Mississippi to the N. E. A. for 1911:—

National Executive Committeeman—J. L. Gillespie, *The Commonwealth,* Greenwood.

Delegates to N. E. A.—A. F. L. Kincannon, the *Journal,* Tupelo; J. A. Richardson, *Sunflower Tocsin,* Indianola; J. G. Cashman, *Evening Post,* Vicksburg; James Faulk, the *Herald,* Leakesville; Macey Dinkus, *The Issue,* Jackson; Miss Margaret Richardson, *Western News. Union,* Memphis, Tenn.; Mrs. M. L. Turnage, *News-Enterprise, Belzoni.*

Officers State Press Association, 1911:—E. A. Fitzgerald, President, *Daily Herald,* Vicksburg; A. C. Anderson, First Vice-President, *The Sentinel,* Ripley; A. F. Herman, Second Vice-President, *The Sentinel,* Pontotoc; J. H. McGuire, Secretary, *The Herald,* Yazoo City; P. K. Mayers, Treasurer, *Democrat Star,* Pascagoula; L. T. Carlisle, Chaplain, *The Leader,* West Point; J. L. Gillespie, Nat. Ex.-Com., *The Commonwealth,* Greenwood; S. Joe Owens, Orator, *The Gazette,* New Albany; Miss Kate Dickson, Poetess, *The Times,* New Albany.

With best wishes, I am, Fraternally yours,

J. L. GILLESPIE, Nat. Ex.-Com.

Alabama:—

Officers of National Editorial Association—Major W. W. Screws, President; Wm. H. H. Judson, Life Member; R. H. Walker, Recording Secretary; Jaocob Pepperman, Executive Committeeman.

Delegates N. E. A., for 1911.—F. W. Stanley, W. E. W. Yerby, C. H. Greer, H. S. Doster, W. T. Hall, C. G. Fernell, A. B. Tucker, Mrs. Oliver Rutherford, W. F. Aldrich, J. H. F. Mosley, Clyde Mann, Emil Lesser.

FAIRFIELD, IOWA, May 6, 1911.

Personally I know of only one person who will attend the Detroit meeting, myself. I am president of the Iowa Press Association, O. E. Hull of the Leon *Reporter* is Secretary, but we have had no State meeting in recent years.

C. M. JUNKIN,
The Fairfield, Iowa, *Ledger.*

SHELBYVILLE, IND., May 4, 1911.

DEAR FRIEND HERBERT:—

I am not informed on State Editorial matters and do not know officers or delegates. It is my intention to attend the Detroit meeting, if circumstances will permit.

Respectfully, LOUIS HOLTMAN.

ALBERT LEA, MINN., May 4, 1911.

MY DEAR MR. HERBERT:—

The officers of the Minnesota Editorial Association follow:—

President—S. Y. Gordon, Browns Valley.
Firse Vice-President—T. E. Hasley, Winnebago.
Second Vice-President—W. H. Mahler, Springfield.
Third Vice-President—R. P. Chase, Anoka.
Secretary—C. P. Stine, St. Paul.
Treasurer—David Ramaley, St. Paul.
Executive Committee—C. C. Whitney, Marshall; Frank J. Meyst, Minneapolis; W. E. Easton, Stillwater.

Yours truly, J. P. HURLEY.

OAKLAND CITY, IND., May 6, 1911.

I expect to be there.

J. W. COCKRUM.

UNIVERSITY OF MISSOURI.

School of Journalism.

COLUMBIA, MO., May 5, 1911.

DEAR SIRS:—

I regret that I cannot give you the names of persons from Missouri who will attend the National Editorial Association meeting at Detroit. Delegates from the State Association have not yet been appointed. Of course I expect to attend.

Very sincerely, WALTER WILLIAMS.

Kansas:—

List of Delegates, N. E. A., from Kansas State Editorial Association:—

Executive Committeemen:—Sheridan Ploughe, Hutchison; W. D. Greason, Paola; E. P. Greer, Winfield; G. E. Morgan, Peabody; C. N. Harper, Abilene; W. C. Palmer, Jewell City; J. Byron Cain, Belle Plaine; W. Y. Morgan, Hutchison; Geo. Yust, Sylvia; Ralph Faxan, Garden City; H. C. Stevens, Topeka; J. W. Sowers, Spring Hill; Herbert Caviness, Chanute; W. C. Austin, Cottonwood Falls; Gomer Davies, Concordia; Bert Walker, Osborne; J. C. Dick, Burton; C. G. Dutton, Hoisington, Ellis Garten, Nickerson.

Officers Kansas State Editorial Association:—

President—W. Y. Morgan, Hutchison.

Vice-President—Clyde Knox, Sedan.

Corresponding Secretary—Mack Creldier, Sedwick.

Recording Secretary—Charles H. Browne, Horton.

Treasurer—W. E. Miller, St. Marys.

TEXAS PRESS ASSOCIATION.

RICHARDSON, TEXAS, May 15, 1911.

DEAR SIR:—

The delegates appointed to attend the Detroit meeting are: A. A. Abney, Denton; Ashley Evans, Bonham; W. M. Warlick, Dallas; John E. Davis, Mesquite; Chas. M. Barnes, *Express*, San Antonio; C. W. Taylor, Rogers; W. H. Hawkins, Stephenville; John T. Risien, Carrollton; Tom B. Lusk, Italy; Levi A. Dunlap, Meridian; A. N. Justiss, Corsicana; Frank Ezzell, Ferriss.

Fraternally, SAM P. HARBEN,
Exc. Com. from Texas.

PENNSYLVANIA

The delegates named by Oliver D. Schock, President of the Pennsylvania State Editorial Association, to represent this commonwealth at the sessions of the National Editorial Association, to be held at Detroit, Mich., July 18, 19, 20, are as follows, this state being entitled to thirty-two representatives in that body:

Harry A. Thompson, *The Times*, Tyrone.
Robert H. Thomas, Jr., *Journal*, Mechanicsburg.
Robert P. Habgood, *Star*, Bradford.
W. C. Dershuck, *Plain Speaker*, Hazleton.
J. H. Zerbxey, *Republican*, Pottsville.
W. H. Hodgson, *Local News*, West Chester.
L. E. Flint, *Times*, Monongahela.
L. O. Lubrecht, *Standard*, Hazleton.
J. W. Carson, *Review*, Beaver Falls.
A. Nevin Pomeroy, *Repository*, Chambersburg.
E. J. Stackpole, *Telegraph*, Harrisburg.
Walter Darlington, *North American*, Philadelphia.
W. O. Heinley, *Item*, Hamburg.
C. N. Andrews, *Free Press*, Easton.
Albert J. Barr, *Post*, Pittsburg.
P. C. Boyle, *Derrick*, Oil City.
W. W. Griest, *Inquirer*, Lancaster.
C. S. Henninger, *Item*, Allentown.
Ernest G. Smith, *Times-Leader*, Wilkes-Barre.
Crombie Allen, *Tribune-Press*, Greensburg.
W. E. Grubb, *News*, Bangor.
J. H. Craig, *Gazette*, Altoona.
I. O. Nissley, *Press*, Middletown.
F. S. Phelps, *Times*, Erie.
Chas. A. Rook, *Dispatch*, Pittsburg.
Harry Slep, *Mirror*, Altoona.
Erasmus Wilson, *Times*, Pittsburg.
Wilmer Crow, *Star-Independent*, Harrisburg.
C. M. Smith, *Index*, Pen Argyl.
G. W. Wagonseller, *Post*, Middleburg.
Henry W. Shoemaker, *Times*, Reading.
Dietrick Lamade, *Grit*, Williamsport.
T. H. Harter, *Gazette*, Bellefonte.
H. H. Wray, *Advance*, Leechburg.
Oliver D. Schock, News Bureau, Hamburg.

COLORADO.

Friend Herbert: Our association held its meeting before the time and place of meeting of National Association was chosen, and so we authorized the President, H. F. Lake, Jr., of Gunnison, Colo., to appoint delegatets. So far he only ones who have signified that they will go are G. E. Hosmer, Fort Morgan *Herald*, Executive Committeeman; W. C. Calhoun, Denver *Rocky Mountain Magazine;* Guy Hardy, Canon City *Record;* C. H. Wolfe, Greeley *Tribune;* and possibly Lute Wilcox, of the Denver *Field and Farm*. I am sure coming and I am waging campaign for a large delegation and a lot of permanent members. See attached circular which I am sending to all Colorado newspapers.

G. E. Hosmer, Fort Morgan, Colo.

LEBANON, ILLINOIS, May 17, 1911.

MY DEAR MR. HERBERT:—

Your letter at hand. We (the Republican Editorial Association) have had no meeting to select delegates to the Detroit meeting. I intend to go if the Assistant Postmaster General will let me off for five days. My first meeting was at Detroit in 1899 and for twenty years I never missed being with you. Most respectfully,

WM. L. JONES.

Missouri delegates to the N. E. A. at Detroit will not be selected until June 13th meeting of Missouri Press Association.

OMAR D. GRAY,
Executive Com., Missouri.

SANDWICH, ILLINOIS, May 12, 1911.

FRIEND HERBERT:—

As you know, the Illinois Press Association will meet at the Sherman House, Chicago, June 14, 15, and 16, at which time I suppose delegates will be selected to the N. E. A. J. M. Sheets of Oblong is President and J. M. Page of Jerseyville is Secretary.

Yours truly, J. B. CASTLE.

DANSVILLE, N. Y., May 16, 1911.

Add Louis McKinstry, Fredonia *Censor*, to list of delegates I sent you. I don't see how I can complete list until after my next circular. New York will send a good large delegation. Fraternally,

A. O. BUNNELL, Secretary.

SOUTHERN CALIFORNIA EDITORIAL ASSOCIATION.

Delegates not yet chosen. I shall attend as Executive Committee for this Association and President of the N. E. A. H. A. Perkins, *California Cultivator,* Los Angeles, will be appointed as one delegate as he has positively agreed to attend. J. P. BAUMGARTNER.

Indiana:—

NOBLESVILLE, IND., May 15, 1911.

Editor National Printer-Journalist, Chicago, Ill.

DEAR SIR:—

The following is a list of the delegates of the Indiana Republican Association to the N. E. A. convention at Detroit, Mich., July 18-20:

F. A. Miller, South Bend *Tribune.*
J. A. Green, Fort Wayne *News.*
George W. Patchell, Union City, *Times.*
W. H. Elliott, Newcastle *Courier.*
Thos. J. Brooks, Bedford *Mail.*
A. A. McCain, Crawfordsville *Journal.*
George B. Lockwood, Marion *Chronicle.*
J. A. Kautz, Kokomo *Tribune.*

Very respectfully, WILL H. CRAIG,
Ex. Com. Ind. Rep. Ed. Ass'n.

CHESTERTOWN, MD., May 9, 1911.

DEAR SIR:—

The following delegates have been named from the Maryland Democratic Association: Fred G. Usilton, Chestertown; George H. Ash, Elkton; Hon. Jno W. Avirett, Cumberland; Col. W. S. Powell, Elliott City; Wm. J Price, Centreville.

Yours truly, FRED G. USILTON.

BERKELEY, CAL., May 9, 1911.

DEAR SIR:—

Your favor is at hand. The names of the officers of our Association are as follows:

President—Friend W. Richardson, *Gazette,* Berkeley.
Vice-President—R. C. Harrison, *Sun,* San Bernardino.
Treasurer—Duncan McPherson, *Sentinel,* Santa Cruz.
Secretary—Oran A. King, *Herald,* Benicia.

Executive Committee—C. B. Daniels, *Enquirer,* Oakland; F. B. Mackinder, *Star,* St. Helena; S. H. Olmsted, *Journal,* San Rafael; J. B. Sanford, *Despatch-Democrat,* Ukiah; F. V. Dewey, *Journal, Hanford;* D. J. Reese, *Free Press,* Ventura; Wm. A. Shepard, *Herald,* Auburn; Wallace C. Brown, *Review,* Pacific Grove; Allen B. Lemmon, *Republican,* Santa Rosa; E. C. Roberts, *Telegram,* Long Beach.

The delegates will be named later, when we find out who is going to go. Yours sincerely,

F. W. RICHARDSON.

North Carolina:—

ASHBORO, N. C., May 11, 1911.

DEAR SIR:—

I herewith enclose you a list of delegates appointed to the National Editorial Association for this year. The list is larger this year than usual, as the meeting is at a time when it will be inconvenient for many of our editors to attend. Mr. Hammer and myself have been attending for many years, but it will probably be impossible for us to attend the year, as he will be attending court at that time.

Yours very truly MRS. WM. C. HAMMER.

List of delegates appointed to the National Editorial Association from North Carolina:

H. C. Dockery, *Post,* Rockingham, N. C.
G. H. Russell or E. H. Gibson, *Exchange,* Laurinburg.
R. F. Beasley, *Journal,* Monroe.
J. G. Boylan, *Messenger Intelligencer,* Wadesboro.
W. H. Bivins, *Ansonian,* Wadesboro.
R. H. Clark, *Landmark,* Statesville.
J. D. Bivins, *Enterprise, A*lbermarle.
Ollie Deaton, *The Montgomerian,* Troy.
H. B. Varner, *The Dispatch,* Lexington.
J. J. Farris, *Enterprise,* High Point.
Joe Reece, *Record,* Greensboro.
W. C. Dowd, *News,* Charlotte.
T. F. Kluttz, Jr., *Observer,* Charlotte.
R. A. Deal, *Chronicle,* Wilkesboro.
D. T. Edwards, *News,* Kinston.
J. Z. Green, *Union Farmer,* Charlotte.
Josephus Daniels, *News and Observer,* Raleigh.
C. H. Poe, *Progressive Farmer,* Raleigh.
Maj. E. J. Hale, *Observer,* Fayetteville.
W. B. Harper, *Scottish Chief,* Maxton.
Archibald Johnson, *Charity and Children,* Thomasville.
W. K. Jacobson, *Progress,* Washington.
H. A. London, *Record,* Pittsboro.
T. J. Lassiter, *Herald,* Smithfield.
W. H. McNeill, *Blade,* Carthage.
H. C. Martin, *News,* Lenoir.
Rev. Hight C. Moore, *Biblical Recorder,* Raleigh.
Eugene Pepper, *Reporter,* Danbury.
J. H. Cowan, *Dispatch,* Wilmington.
Thomas Clawson, *Star,* Wilmington.
Dr. E. C. Register, *Medical Journal,* Charlotte.
J. B. Sherrill, *Times,* Concord.
D. L. St. Clair, *Express,* Sanford.
J. V. Simms, *Times,* Raleigh.
W. I. Underwood, *Patriot,* Greensboro.
D. J. Whichard, *Uews,* Greenville.
A. J. Connor, Rich Square, N. C., *Roanoke-Chowan Times.*
Jas. H. Caine, *Citizen,* Asheville.
J. P. Cook, *Uplift,* Concord.
Jno. D. Gold, *Times,* Wilson.
Wm. C. Hammer, *The Courier,* Asheboro.

Washington State Press Association:—

President—Deed H. Mayer, *Echo,* Leavenworth.
First Vice-President—Fred Ornes, *Argus,* Mt. Vernon.
Second Vice-President—Edwin S. Gill, *Record,* Seattle.
Secretary—A. A. Smith, *Tribune-Times,* Port Angeles.
Treasurer—Miss Olive I. Portier, *Courier,* Sedro-Wooley.
Orator—Prof. Merle H. horne, State Univesity, Seattle.
Poet—Albert Johnson, *Washingtonian,* Hoquiam.
Historian—Edyth Tozier Weatherred, *Western Tours,* Tacoma.

Executive Committeemen, N. E. A.—Will A. Steel, Cordova *Daily Alaskan,* Seattle.

Probable delegates to N. E. A., Detroit:
Treasurer Will A. Steel, Cordova *Daily Alaskan,* Seattle.
Orno Strong, *West Coast Trade,* Tacoma.
Edythe Tozier Wetherred, *Western Tours,* Tacoma.
John A. Sweet, *Islander,* Langley.
F. E. Beard, *Daily Columbian,* Vancouver.
J. D. Dean, *Journal,* Kent.
Grant C. Angle, *Journal,* Shelton.
Deed H. Mayer, *Echo,* Leavenworth.
Olive I. Fortier, *Courier,* Sedro-Wooley.
Ben Speer, *Press,* Waterville.
Thomas Hooker, *Chronicle,* Spokane.
M. E. Randall, *Record,* Ellensburg.
Thomas Crawdford, *Daily Chronicle,* Centralia.

LEAGUE OF AMERICAN PEN WOMEN.

"The Geneva," 1939 17th Street,
Washington, D. C., May 20th, 1911.

My Dear Mr. Herbert: Your letter has only recently come to me, and so there has been a delay in the answer, which I hope you will pardon.

The delegates from the League of American Pen Women to the N. E. A. Convention in Detroit, are: Mrs. Hattie H. Flick, Oklahoma; Mrs. Annie S. Hamilton, Washington, D. C.; Miss Mabel L. White, Washington, D. C.; Mrs. E. Cora Du Puy, Detroit; Mrs. J. D. Alexander, Cisco, Tex., Mrs. Edith K. Kern, Washington, D. C.

The present officers of the League are: Mrs. Anna Sanborn Hamilton, President; Mrs. Edith Kingman Kern, 1st Vice-President; Mrs. Annie A. Wilder, 2nd Vice-President; Mrs. Blanche Tyler Beaton, Corresponding Secretary; Mrs. Emma M .V. Triepel, Assistant Corresponding Secretary; Mrs. J. O. Estabrook, Recording Secretary; Miss Jessie A. Griswold, Treasurer; Mrs. Virginia King Frye, Auditor; Mrs. Susie Root Rhodes, Librarian; Miss Mabel Louise White, Historian; Miss Elizabeth M. Barnes, Reporter.

We hope to receive a copy of the June issue of the NATIONAL *Printer-Journalist*. Thanking you for your inquiry, I remain,

Sincerely yours,
Blanche Tyler Beaton.

May 13, 1911.

DEAR SIR:—

At the request of Mrs. Mattie Hamilton Flick, I send you the list of officers of the League of American Pen Women, as follows:

President—Mrs. Anna Sanorn Hamilton.
First Vice-President—Mrs. Edith Kingman Kern.
Second Vice-President—Mrs. Anna A. Wilder.
Corresponding Secretary—Mrs. Blanche Tyler Beaton.
Assistant Cor. Secretary—Mrs. Blanche V. Triepel.
Recording Secretary—Mrs. J. O. Estabrook.
Treasurer—Miss Jessie A. Griswold.
Auditor—Mrs. Virginia King Fry.
Librarian—Mrs. Susie Root Rhodes.
Historian—Miss Mabel Louise White.

Delegates elected to the N. E. A., April 17th, were, as I remember, the following: Mrs. M. H. Flick, Mrs. Anna SanBorn Hamilton, Miss Mabel Louise White, Mrs. E. Cora Dabney, all of Michigan.

Hastily, (MRS) JULIETTE M. BABBITT.

AVON PARK, FLORIDA, May 9, 1911.

DEAR BROTHER:—

I send you the list of officers of the Florida Press Association:

President—R. F. McCormick, Live Oak, *Democrat*.
Secretary—T. F. Appleyard, Tallahassee.
Treasurer—J. W. White, *Fraternal Record*, Jacksonville.
Executive Committee—M. L. Hetherington, *News*, Lakeland.

I was not able to be present at the meeting and I am not sure that I will be able to attend at Detroit.

Yours fraternally, W. E. PABOR.

CLARKSBURG, W. VA., May 11, 1911.

GENTLEMEN:—

I enclose herewith list of newspaper men, with name of paper, and address of editor, from among whom the Corresponding Secretary of the N. E. A. will attempt to secure a list of delegates. Our State Association no longer meets, and has been disbanded, and is no longer an organization.

Yours respectfully, MELVIN G. SPERRY.

Independent—R. Ad Hall, Weston, W. Va.
Register—Harry Snyder, Shepherdstown, W. Va.
Record—Silas P. Smith, West Union, W. Va.
Delta—O. H. Barnes, Buckingham, W. Va.
Evening Journal—Vernon V. Garton, Martinsburg, W. Va.
Daily Sentinel—Leo. J. Rasche, Grafton, W. Va.
Daily Inter-Mountain—Herman G. Johnson, Elkins, W. Virginia.
New Dominion—Albert B. Miller, Morgantown, W. Va.
Dispatch-News—Reese Blizzard, Parkersburg, W. Va.
Herald—William A. Meredith, Salem, W. Va.
Wetzel Republican—Cecil B. Highland, New Martinsville, W. Va.
Times—C. Earl Smith, Fairmont, W. Va.
Mail—G. A. Bolden, Charleston, W. Va.
Herald-Dispatch—F. A. McDonald, Huntington, W. Va.
Gazette—Mrs. Geo. Poffenger, Point Pleasant, W. Va.
Hampshire Review—John J. Cornwell, Romney, W. Va.
Advance—T. T. McDougle, Ceredo, W. Va.
Record—E. H. Flynn, Spencer, W. Va.
Telegram—V. L. Highland, Clarksburg, W. Va.
Argus—J. Slidell Brown, Kingwood, W. Va.
Journal—Presley B. Morris, Parkersburg, W. Va.
Telegram—Hugh I. Shott, Bluefield, W. Va.

NATIONAL MAGAZINE.

BOSTON, MASS., May 4, 1911.

MY DEAR MR. HERBERT:—

I presume that I will be a delegate or executive committeeman from Massachusetts to the National Editorial Meeting in Detroit. The names of the officers of the Association have probably been sent you by the boys of the Massachusetts and suburban associations. Hope to be there and am much interested in the plans for reorganization.

There is no reason why the National Editorial Association should be one of the most important, prosperous and thoroughly representative bodies in the United States, and hope some day to see it fulfill the expectations of yourself as the honored founder.

With cordial best wishes, believe me,

Yours sincerely, JOE MITCHELL CHAPPLE.

CHESTERTOWN, MD., May 5, 1911.

DEAR BROTHER HERBERT:—

If possible my wife and I hope to be present. I am anticipating a pleasant reunion with the "boys." I shall bring the matter before our association and, if possible, have delegates named.

Yours fraternally, FRED G. USILTON.

Colorado:—

The Arkansas Valley Editorial Association, comprising the territory from Canon City, Colorado, to the Kansas State line, was organized April 26th, and the following officers elected:—

F. B. Marvin, President, Las Animas.
L. M. Zalinger, Secretary, Holley.
J. T. Lawless, First Vice-President, Lamar.
W. R. Wright, Second Vice-President, Rocky Ford.

DELEGATES ILLINOIS WOMAN'S PRESS.

Our delegates-elect to the National Editorial Association Convention are: Mrs. Jennie M. Kemp; executive committee, Mrs. Estelle Ryan Snyder, Caroline A. Huling, Sallie M. Moses, Mary B. Powell.

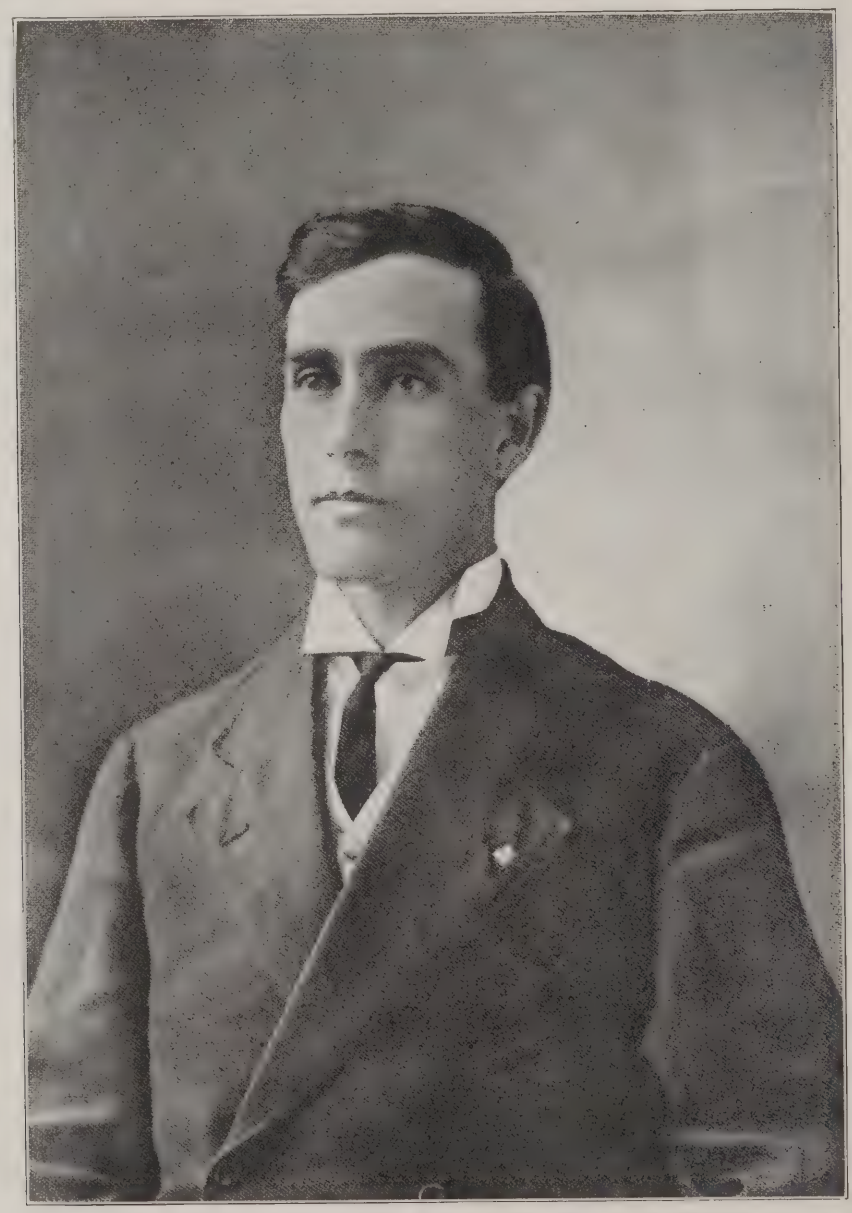
Very truly yours, CAROLINE A. HULING.

Editorial Responsibility, Newspaper Opportunity, Progress and Organization

ANNUAL ADDRESS OF HARRIS DANTE, PRESIDENT OF SOUTHERN ILINOIS EDITORIAL ASSOCIATION, DELIVERED AT ANNUAL MEETING HELD AT MT. CARMEL, ILLINOIS.

IN his annual address, on retiring from the Presidency of the Southern Illinois Press Association, at the recent meeting at Mt. Carmel, Illinois, President Dante, now of the *Republican,* Monticello, spoke words of appreciation and thanks for honors conferred and then dealt with newspaper requirements and ventured some wholesome advice. He said:

I desire at this time to extend to each and every one of you my heartfelt appreciation and gratitude for your hearty co-operation and loyal support in building up the reorganized association to its present membership, strength, standing and influence. I deem it an honor to be considered a member of your association and you have more than honored me in permitting me to be the head of your association during the past year. In laying down the responsibilities as president of the organization, I assure you I will give the same hearty co-operation and loyal support to my successors and the other officers who will serve you the coming year that has been so courteously extended to me without which my efforts would have been a failure. Although having moved beyond the territorial limits of the association, I expect to retain my membership in the organization and shall contribute my influence, efforts and assistance toward making the association stronger, more influential and an agency for greater good in the future. I speak from the depths of an honest feling when I say that I believe that I am retiring from the presidency with the warm, personal friendship of every member of the Southern Illinois Editorial Association, and if, at any future time, I may be able to confer a personal favor that is within my power, it is yours for the asking, for I have a warm place in my heart for the membership of this association, through which some of the most pleasant relationships of my life have been formulated.



Harris Dante, Republican, Monticello, Illinois

The future health, success and happiness is my personal wish for every member. Before concluding I want to say some things that pertain to our work as editors and publishers. A new era has dawned upon the newspaper field, new opportunities confront us, new responsibilities are ours and we stand upon the threshold of greater things. Let us catch

a wider vision of the field that opens up before us and take our stand for those things which pertain to the best welfare of our fellow man. The newspaper in a public *institution.* It belongs to the community in which it is published. It should rcognize the universal brotherhood of man and show no favoritism or class distinction. Its columns should be made up of a variety of news, fulfilling its mission in supplying the demands of a varied people. It marks, to a degree, the character of its editor. This is especially true of the editorial column which I regret to say has beeen sadly neglected by a large per cent of our country editors—especially editors of weekly publications. I do not agree with the editor of a country weekly who recently said in a public address that the editorial writer has lost his force.

There are exceptions but in most instances it is where the editor has an unsavory reputation, which is very rare, or where he stands for one thing in his editorial column and something else in his private life. A newspaper containing an editorial on temperance in one column and a liquor advertisement in the next column is hardly likely to have much weight and influence among its readers. The influence of the weekly newspaper is felt throughout the length and breadth of this country. The metropolitan daily headlines attract the attention and if sufficient interest is created the newsstory which follows is read, but no heed is given to the editorial page. The country newspaper enters the home once every week. Its editor is known to everybody in the community where it is published. It contains news items about people and things in the community in which the family resides. It is a part of their life. It is a welcome visitor in the home. Its coming is looked forward to with pleasant anticipation. The busy man reads the metropolitan daily for the general news of the world, but he relies upon the editor of the home paper to place the proper interpretation upon this news in his editorial column. This column should not be neglested since it wields much influence in political matters and is supposed to stand for the best interests of the community in the protection of the home, which is the foundation stone of our government,—and the defence of the school and the church. The editors and publishers who take the right stand on public questions and who stand for the protection and welfare of the community in which they live, who have backbone and nerve enough to fight for what their conscience dictates to be right are the leaders who take their places in the front ranks of the profession. It is essential to procure and retain the respect and confidence of your neighbors and associates. The biggest asset you can possess is a reputation for integrity and honesty. These qualifications are absolutely necessary to true success in the newspaper field.

The new era which has dawned is causing the old-time dingy newspaper office which was generally found on some side street up a back starway to give way to modern offices with up-to-date equipment and one which is a credit to the community.

Business principles are taking the place of disorder and chaos. System and a familiarity with the details of the business is taking the place of former conditions which are so well known to you. Instead of begging, and trading for patronage, it is becoming necessary for the fellow wanting advertising space and job printing to come to you. Instead of being a servant of the political boss and the candidate for office for whom you formerly gave columns of space he comes to you under the new dispensation and not only pays for the space he receives but consults and confers with you on political matters.

Newspaper men are coming to the front in political affairs instead of continually whooping it up for the other fellow. We have about a score of editors in the lower house of Congress and are also represented in the United States Senate, besides scores of other public places which are being filled by newspaper men with credit to themselves and their constituency. The influence of the weekly publications throughout the country was manifested in the election held throughout the country last November. The stand taken by magazines and the weekly newspapers educated the people up to the true situation. This influence resulted in the ignoring of political lines and the consideration of the candidate from the standpoint of what he represented. The editor should be broad minded and liberal in his views. The editor who thinks everybody ought to agree with everything he writes and who does not give a liberal consideration to the thoughts and feelings of others, ought to be following some other vocation. This is especially true in publishing the often so-called news of a community. It oftentimes requires better judgment in knowing what to leave out of the news column than it does to know what to publish. There are times, situations and relationships which demand the suppression of a news item. A boy may be arrested for his first offense, committed on the impulse of the moment or through some mistake. Publicity might result in starting him on a criminal's career, while suppression might save him to good citizenship and better things.

A mother's heart or a devoted wife's feelings or anxious parents' pride and joy may be at stake. If the publication of news stories in instances just alluded to do not lead to some good or protection of the public, is it worth while? This depends entirely upon conditions and circumstances and is left to the editor's conscientious judgment. I do not want you to understand that I am in favor of suppressing crime or political crookedness or refusal to take a stand on any moral issue at stake in the community. I believe in turning the search light of publicity wherever the protection of the interests of the people demand it. In relation to other questions it is safe to stand for what your own conscience dictates to you is right.

Editors and publishers should organize for their own protection. Every county in the State ought to have an association composed of every editor and publisher in the country fixing a uniform price for advertising, job work, and looking toward the protection and general welfare of its membership.

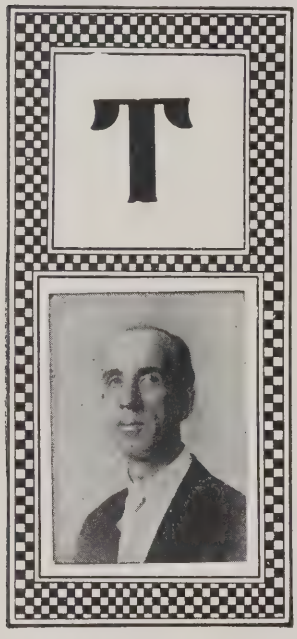
Trusts are doing thousands of dollars' worth of printing for public officials throughout the State today which belongs to the newspapers of the county from which these officeholders receive their support. This is true, I dare say, to a greater or less degree, in every county in the State. Organization for self protection and the safeguarding of each other's interests will overcome this injustice.

The number of newspapers being published throughout the country is increasing with every passing year. Rural free delivery has increased rather than diminished the number. The demand for all kinds of job work and commercial printing has increased with the development and prosperity of the country. While everything has increased in price the subscription price of the country weekly and job work has remained the same in most cases. Raise your business to a plane where prices will be in proportion to advances along other lines. I recommend county organization for mutual protection, an established rae for both advertising and commercial printing and an advance in subscription where you are still receiving only $1.00. Establish your business on strictly business principles, adhere to a uniform price and stand for the mutual protection of each other.

Dates for the summer convention of the Southern Iowa Editorial Association have been set for June 22 and 23, in Des Moines, according to an announcement made recently by the convention committee of the Commercial Club.

REVIEW OF JOB PRINTING

Address all communications to E. S. Hanson, 57 Washington St., Chicago, Ill.



THIS department took occasion to criticise a house organ quite severely a couple of months ago, this criticism possibly being more severe than the facts warranted. At any rate the editor of the house organ believes this to be the case and he has written me at considerable length in regard to the statements there made. The house organ was one published by the Pratt and Lambert Company, varnish manufacturers, at Buffalo, N. Y., and Mr. Wernheim, advertising manager, writes me the following letter which I am glad to publish in full:

Mr. E. S. Hanson, Chicago, Ill.

Dear Sir:—I have just run across your rather severe criticism on our little house organ, *Selling Power,* each issue of which bears the same cover design as our other house organ, *Varnish Talks,* and cannot pass this by without setting you right.

The fact that this house organ has evoked your criticism only convinces us the more that we are on the right track and that it is accomplishing the object for which it was intended.

If you will stop to consider: any effort or work similar to effort or work from any source, which does not detract value or strength from the other in any way, but on the contrary adds strength and value to both, resolves itself into true co-operative effort and team work. When this style of cover design was adopted, it was done with the full realization that there would be a little criticism from the printing trade and technical point of view. However, the recipients of these house organs will not be inclined to offer these criticisms.

As you say, "The fact that a cover does resemble a well known style will get it a certain amount of attention that it might not otherwise receive. But this attention will be focused primarily on the duplication and not on anything which it contains."

As you well know, one of the greatest difficulties of a house organ publisher is to give it sufficient attention value and awaken enough interest to prevent its being thrown away. If such a publisher can arouse the interest and draw the attention of the recipient of the publication by a familiar yet unique design, he will go further and open the publication. Then it is up to the practical character of the reading pages to offer sufficient value to make the reader feel that he is getting something in return for the time spent in looking it over.

You state that "There are an unlimited number of possibilities which have not been worked out," etc., and that "It is absolutely useless to follow in someone else's footsteps." The fact that there are an unlimited number of possibilities is not evidence that it is absolutely useless to follow in someone else's footsteps. However, I heartily concur with you in that it is poor policy and that there is little advertising value in anything which is merely copied. The mere fact, however, that a man may adopt something, *not* from a competitor, does not necessarily prove that he is "swiping," which seems to be so prevalent.

The use of the cover treatment of *Selling Power* and *Varnish Talks* has aroused a lot of interest among the painters and dealers in the paint and varnish trade, and we feel that much of the success of our little house organs can be attributed to this cover treatment.

The publishers of the *Saturday Evening Post* know that we are using this cover treatment, know that it is not doing them any harm, but on the contrary is helping to familiarize their publication, and the house organ reader's attention is immediately attracted by the familiarity in condensed form. It is the unique smallness of the familiar design that arrests attention.

Referring to the signature, "Peter, the Painter"; this is something to which the above might as well apply; however, I am not aware that anyone has any prior right, in any sense of the word "right," to the use of the name "Peter," even in an ethical sense. As it happens, I am aware of the fact that a firm of printers has used the name, "Peter, the Printer," but what has that got to do with the painter, as far as the practical use of the signature goes? Furthermore, there are undoubtedly a number of other "Peters." Shortly after we adopted the use of this name, we received newspaper clippings from various parts of the country, containing an article in which an anarchist was called, Peter, the Painter," having been known among his associates and the authorities by this name. We do not accuse him of stealing the name from our house organ, and not being anarchists, do not feel that we should be accused of stealing it from him or the printing concern who used the signature, "Peter," the Printer."

I believe that many criticisms made are unjust, simply because the persons who make them are not familiar with the conditions surrounding the objects of their criticism.

For one, I want to be put down as occupying a front seat on the "anti-swipe band wagon." When I see a trade "swipe" or an advertising "swipe," in the ordinary sense of the word, it makes me want to do something to the fellow who has done the "swiping.' As you say, there are enough opportunities for originality in the world for a man of sufficient calibre, who has the authority, to make use of and pass on,

advertising of various kinds. The reason I feel so strongly about this matter is that it happens to be the case that we have been the victims of a great number of trade swipes, most of which have been scattered broadcast through various media of publicity. And this is no idle jest, as the evidence is in, and most anyone familiar with trade conditions can pick out numerous examples.

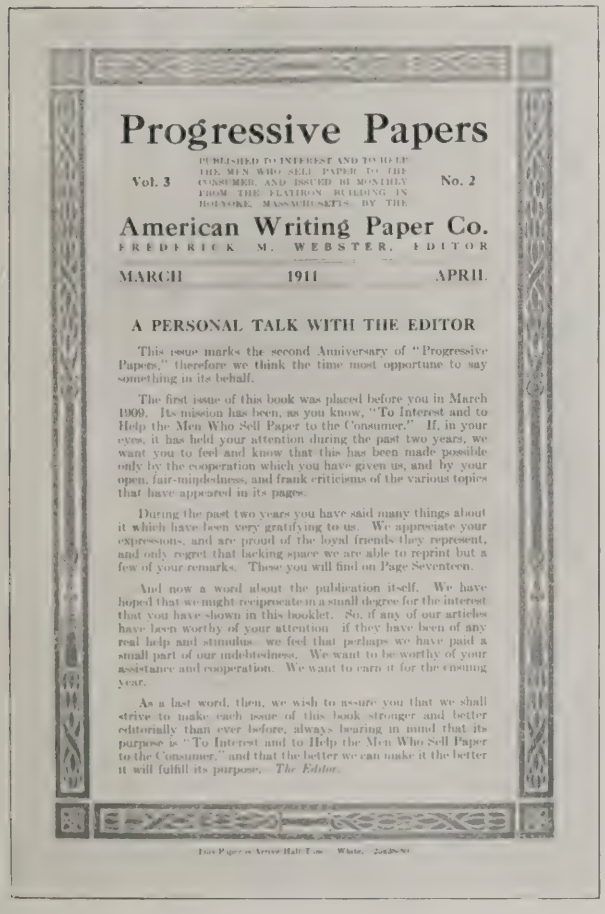
I feel that I have been jumped all over in your editorial, and if after this explanation of the facts and reasons-why, you feel that you hit it up pretty strong, I am going to suggest that you square yourself by reprinting these facts and reasons-why in your next issue. Besides sending you this lengthy "kick," I have to thank you for the interest you have taken in the matter.

Very truly yours, W. D. WERNHEIM.

While there is much in this letter which is entirely correct I still hold to my ideas expressed previously that an entirely original design which would be clever enough to attract attention on its own account rather than because of suggestion of another publication would be far preferable. The object of a house organ primarily is to remind the recipient of the company by which it is issued. It is neither good publicity nor good business to get it up in such form that it will remind one primarily of another publication.

* * *

Speaking of house organs, I have recently received the April issue of "Progressive Papers,"



Progressive Papers

PUBLISHED TO INTEREST AND TO HELP THE MEN WHO SELL PAPER TO THE CONSUMER, AND ISSUED BI-MONTHLY FROM THE PLATIRON BUILDING IN HOLYOKE, MASSACHUSETTS, BY THE

Vol. 3 No. 2

American Writing Paper Co.

FREDERICK M. WEBSTER, EDITOR

MARCH 1911 APRIL

A PERSONAL TALK WITH THE EDITOR

This issue marks the second Anniversary of "Progressive Papers," therefore we think the time most opportune to say something in its behalf.

The first issue of this book was placed before you in March 1909. Its mission has been, as you know, "To Interest and to Help the Men Who Sell Paper to the Consumer." If, in your eyes, it has held your attention during the past two years, we want you to feel and know that this has been made possible only by the cooperation which you have given us, and by your open, fair-mindedness, and frank criticisms of the various topics that have appeared in its pages.

During the past two years you have said many things about it which have been very gratifying to us. We appreciate your expressions, and are proud of the loyal friends they represent, and only regret that lacking space we are able to reprint but a few of your remarks. These you will find on Page Seventeen.

And now a word about the publication itself. We have hoped that we might reciprocate in a small degree for the interest that you have shown in this booklet. So, if any of our articles have been worthy of your attention if they have been of any real help and stimulus we feel that perhaps we have paid a small part of our indebtedness. We want to be worthy of your assistance and cooperation. We want to earn it for the ensuing year.

As a last word, then, we wish to assure you that we shall strive to make each issue of this book stronger and better editorially than ever before, always bearing in mind that its purpose is "To Interest and to Help the Men Who Sell Paper to the Consumer," and that the better we can make it the better it will fulfill its purpose.—*The Editor.*

published by the American Writing Paper Company in the interests of the various classes of paper manufactured by that company. This publication is more than a sample book, containing as it does a considerable amount of valuable matter in regard to paper, as well as showing, by some of the very best typographic specimens, what can be done with the paper manufactured by the company. It is gotten up in such shape as never to reach the waste basket until it has been carefully gone over. A sample page shown herewith will serve to give some idea of its attractiveness to those who are not familiar with it.

* * *

Mr. E. S. Hanson, Chicago, Ill.

DEAR SIR:—I am enclosing you several specimens of printing from our job department for criticism in your department of the NATIONAL PRINTER-JOURNALIST. You will remember that recently, among other specimens, I sent you a letter head of the C. McGowan Store, Sodus, for which you expressed disapproval on account of the panels used at each side of the name to bring same out even with the line "General Merchandise." I am enclosing a note-head set from the same copy but treated in a different manner to make the lines balance. Assuring you that your criticism of the enclosed specimens, whether good or bad, will be appreciated, I am, Very truly yours,

Eau Claire, Mich. L. B. VOKE.

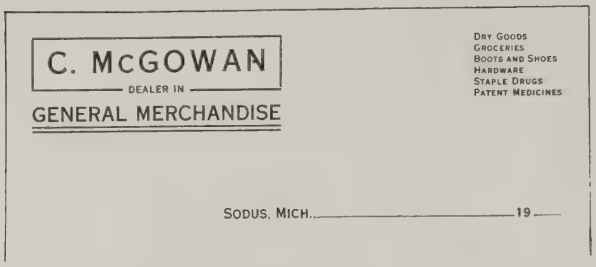
Letters of this kind are gratifying to me as showing that readers of the department are giving careful consideration to the suggestions here made. I am reproducing the note head which is referred to in the letter and which is certainly a decided improvement on the former

The Berrien County Journal

EAU CLAIRE MICHIGAN

specimen. I like very much the letter head on which this letter is written and will try to show it although it is hard to reproduce. There seems to be more and more of a demand for stationery with a border around the sheet, the idea being to give the correspondence more of a distinctive touch so that it can be sorted out in a pile of let-

ters with little difficulty. Work of this kind consumes a little more time and care when going through the press but I believe printers would do well to make suggestions for this class



of stationery to their more particular customers, and in many cases they could very likely get a slightly higher price for it.

* * *

A little folder gotten out by the J. W. Butler Paper Company, illustrating their various sizes and styles of die cards is peculiarly attractive. The initials on the front cover, as here shown, are the product of the engraver and have the

well known Butler trademark capitally combined with them. I am not sure, but I believe the other letters are set in type. The lettering is in green with the rules in purple.

* * *

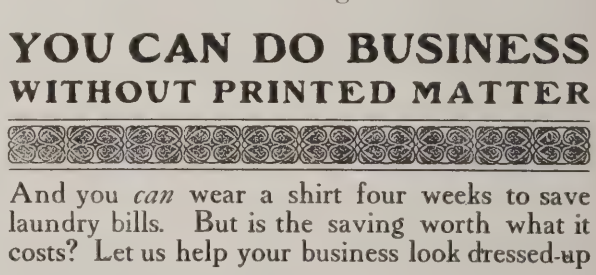
The people who manufacture Strathmore parchment have gotten out a wonderfully attractive booklet to explain why it was expedient to make a raise in price of this well known brand of paper. A piece of printing which will justify a raise of price in the minds of those who receive it must indeed be especially attractive. I believe, however, that no one, after seeing this booklet, will hesitate to specify Strathmore simply because of an advance of a cent or two a pound.

* * *

I am surprised that people who are ordinarily so careful of their printing as the Northern Pacific Railway would send out a circular like the one I have before me, gotten out to advertise the opening of the new terminal station at Tacoma. It is very satisfactory with the exception of the half-tone on the first page, which is made in a screen entirely too coarse for the best class of work. This half-tone was undoubtedly made for some other purpose and then used on this work simply to avoid the necessity of having another one made. This circular was no doubt gotten out in a large edition, however, so that the additional cost of three or four dollars for a suitable half-tone would have made little difference in the total bill. It might, however, have been an emergency matter, with not sufficient time to secure a new plate. I am disposed to this opinion in this case because these people are ordinarily so careful.

* * *

Clyde L. Smith, Oblong, Ill., with a bunch of new samples, sends a letter of thanks for mention made of his work a few months ago. The present specimens seem worthy of the same kindly criticism. The principal discordant note in the lot seems to be a little booklet entitled, "A Year's Message," which has a heavy green border around each page. The ink distribution on this border was not as good as it should be,


YOU CAN DO BUSINESS
WITHOUT PRINTED MATTER
And you *can* wear a shirt four weeks to save laundry bills. But is the saving worth what it costs? Let us help your business look dressed-up

showing much unevenness. I scarcely think that the cut on the first page of this booklet is exactly appropriate. I like your little motto, which is reproduced herewith, and I believe that if you have no copyright on it other printers could use it to advantage. I am showing some of your envelopes, which I believe are a little better than ordinary and could well be copied by other printers who are sending work to the department. The best letterhead of the lot is that for W. P. Phipps, jeweler and optician,

which I am showing. This head I am much pleased with and believe it would be difficult to improve it. I notice, however, that the W. has a shoulder which you have not allowed for in the composition, thus making the rule appear longer than the type line. This is one of the little things which catches the eye of the experienced printer and which we should all be careful about.

* * *

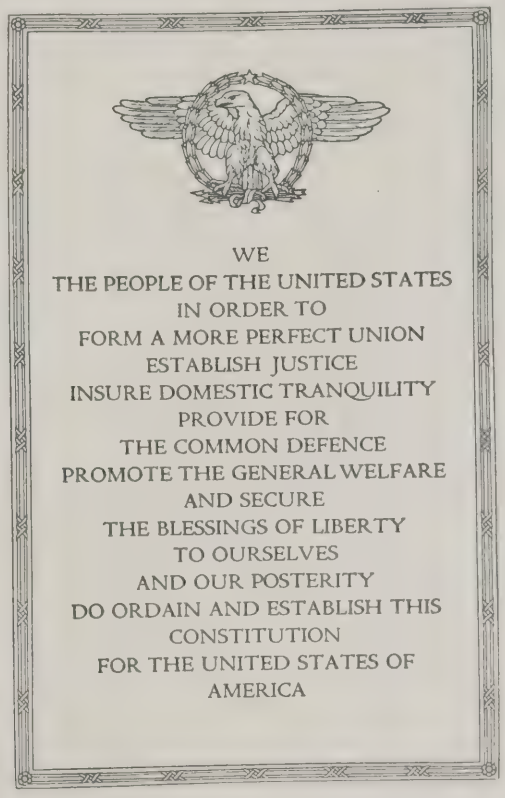
A little folder entitled, "More Profit in Your Bindery," is sent out by the Cleveland Folding Machine Company, Cleveland, Ohio, with the imprint of the Corday & Gross Company of that city. It is a forceful piece of advertising as well as an attractive job of printing. Dark brown and red ink are used on a medium brown stock.

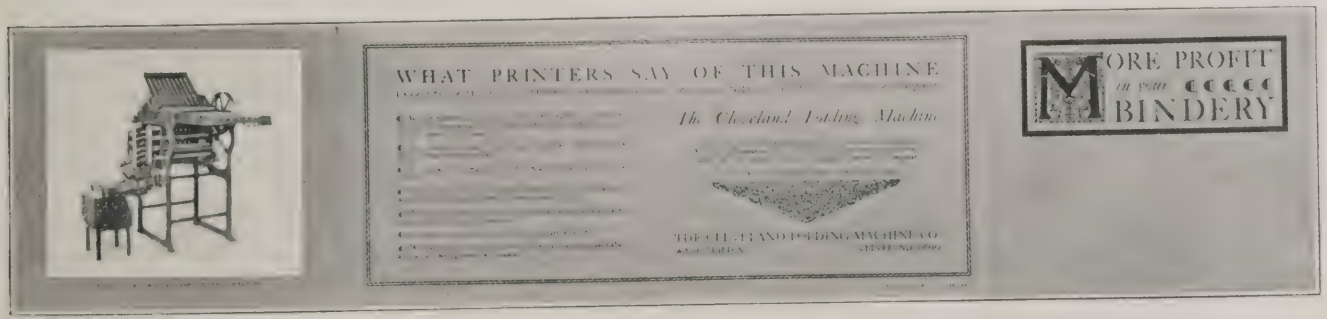
* * *

The Houghton-Mifflin Company, of Boston and New York, send out an announcement that they will publish in the near future the text of the Constitution of the United States in 36 royal octavo pages, set in Montaigne type, enclosed within emblematic borders and with

W. T. PHIPPS :: :: Jeweler and Optician

631 SOUTH SEVENTH ST.
Terre Haute, Indiana





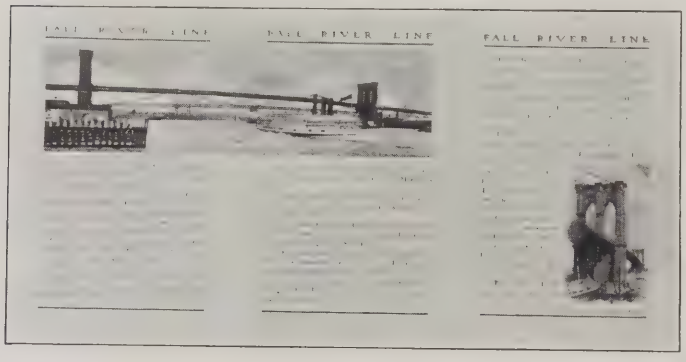
symbols appropriate to the text. It is to be printed on hand-made paper and bound in dark blue paper boards. It will be a fit companion, it is stated, for the two other national documents already issued by the company, the Declaration of Independence and the Emancipation Proclamation. Of this document there will be 440 copies printed, all of which will be numbered and 400 of which will be offered for sale. The page here shown indicates the style of typography of this document.

* * *

From the Orro Manufacturing Company, New York, come some very attractive little leaflets, the beauty of which cannot be shown except in the original, inasmuch as all of them are embellished with the work of the Orro embosser. I would suggest that anyone who is interested in this class of work would do well to send to this company for their literature.

* * *

Very often a printer has to solve the problem of getting large cuts into small booklets. I have before me a specimen of work of this class gotten out by the New England Navigation Company to advertise their Fall River line, and printed by Edward Stern & Co. ,of Phila-



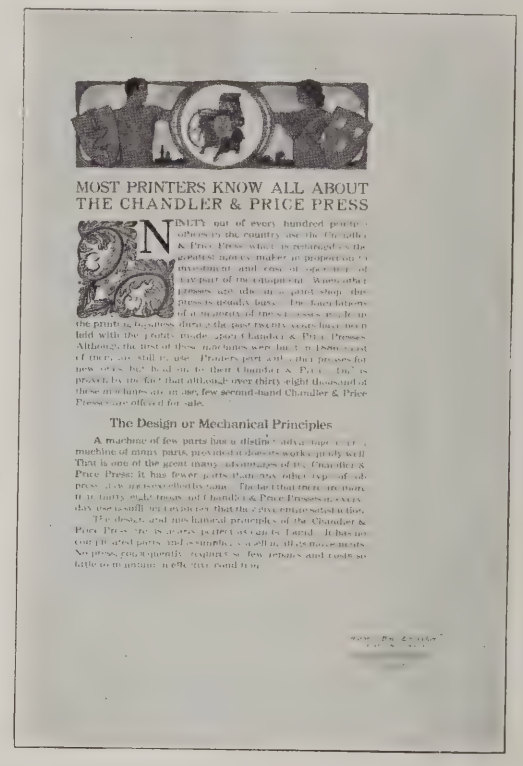
deiphia and New York. Of course, where there are only one or two large illustrations these can be made in a two-page width and run in the center of a saddle-stitch booklet; but where there are more than enough for this one double page, the problem becomes more complicated and some such device has to be resorted to as is used by this printer. This particular booklet is made in 24 pages, these being printed on four sheets of six pages to a sheet. These are bound in the margin between the two left-hand pages, leaving one page at one side of the binding and two at the other. Thus it will be seen that not only in the middle of the book is there opportunity for a double-page illustration but on all the double pages after the middle. With a binding of this kind it would be possible, if one cared to do so, to run a three-page illustration in the middle of the book, using the two-page illustrations on the pages following.

* * *

"Unclaimed Millions in England" is the title of a little book sent in by R. H. Parker, foreman of the "Weekly Rustler," Russellville, Mo. In his letter he advises me that this book was set up by the head compositor in the office, Miss Desda Payne. This book is a very satisfactory piece of composition, the spacing and justification being more even than is to be found in most books which come from offices not making a specialty of this class of work.

* * *

One of the most delightful combinations of color of the month is a catalogue descriptive of the Chandler & Price presses and gotten out with the imprint of Barnhart Brothers & Spind-


MOST PRINTERS KNOW ALL ABOUT THE CHANDLER & PRICE PRESS

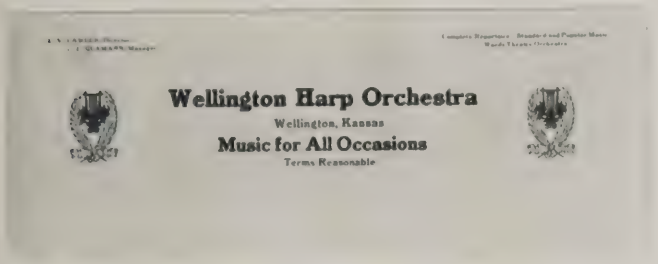
The Design or Mechanical Principles

ler, as exclusive selling agents. I shall not attempt a description of this work, but will simply show one samplc page as giving an idca of its artistic merit.

* * *

Ray M. Clung, Pomeroy, Wash., sends a few specimens of recent work, the most satisfactory of which is a receipt blank for L. T. Christopherson. This is set in square Gothic type of just the right weight and size and carefully justified to the rules. The announcement for the Palace Store is scarcely as satisfactory. There is entirely too much rule work at the top. The matter under the top line would look much better if set in a paragraph in shorter lines and somewhat lighter type faces.

From the office of the Wellington Daily News, Wellington, Kansas, comes an assortment of work, including stationery, booklets, programs and the like. Some of the stationery is in two colors, and a very satisfactory grade of two-color work at that. The ooffice seems to be restricted, however, to one or two facses of type for this class of work, and my suggestion would



be that they either secure two or three more styles of type in two-color designs or else use some other style without the two-color effect. In the program of the Ladies' Aid Society I think the dates are given entirely too much prominence. A smaller, more condensed type would answer this purpose much better. This job ought also to have had a little more careful attention when on the press.

IMPORTANT LETTER FROM PRESIDENT BAUMGARTNER.

SANTA ANA, CAL., May 27, 1911.

Hon. B. B. Herbert,

4618 *Ravenswood Park, Chicago, Ill.*

DEAR FATHER HERBERT:—

I am writing you in the hope that this will reach you in time for you to present, through the columns of the NATIONAL PRINTER-JOURNALIST for June, my invitation and request to all members of the Association, whether they expect to be at Detroit or not, to send me a brief communication for a symposium in answer to the question:

"What in your judgment is the most important thing to do under the new organization to increase the popularity and usefulness of the National Editorial Association?"

My request is that each member offer but one suggestion. The one he deems most important.

It is my plan to ask that a committee be appointed to which these communications shall be referred for digestion and codification. Such committee to report to the convention a working plan for utilization of the best suggestions thus received. Please give this a prominent place in the NATIONAL PRINTER-JOURNALIST and such editorial endorsement as you think it deserves.

Very truly yours,

J. P. BAUMGARTNER,

Santa Ana, California.

NEW PRESIDENT OF PENNSYLVANIA STATE PRESS ASSOCIATION.

Oliver D. Schock, of the "News Bureau," Hamburg, Penn., who was honored by the Pennsylvania State Editorial Association by elevating him to the Presidency, has been actively identified with the association and the press of the Keystone State for an uninterrupted period of nearly two-score years, his first credential as a State correspondent being issued by the PhPiladelphia *Press* in the early seventies. His writings, both in the capacity of a news-gatherer and editorially, are widely copied.

The present year marks the fortieth anniversary of the Pennsylvania Editorial Association, and the officers and members will unite in properly commemorating the important

Oliver D. Schock "News-Bureau," Hamburg, Pa.—New President Pennsylvania State Press Association.

epoch. It was realized that the pendulum had been swinging too much towards the social feature, and at the last annual meeting, a marked innovation was in evidence. In addition to a two days' session entirely devoted to business discussions, a banquet was a conspicuous and enjoyable feature. His Excellency, Governor Tener, and other State officails were present and responded to toasts.

President Schock is proud of the association and grateful for the high honor conferred upon him, but is desirous of a still larger roster of members, and a more general effort to further advance the best interests of the craft. The present membership of over 300 active newspapermen should be increased so as to include every newspaper in Pennsylvania before the close of 1911. The initiation fee is only $1.00, while the annual dues are but one dollar—an insignificant sum. Hon. R. P. Habgood, publisher of the *Star*, Bradford, Penn., is the secretary of the association.

AMONG THE ASSOCIATIONS

IN UNITY IS STRENGTH

ILLINOIS PRESS ASSOCIATION.

TO MEET IN CHICAGO, JUNE 14-16.

OFFICE OF THE SECRETARY,
JERSEYVILLE, ILL., May 12, 1911.

DEAR SIR AND BROTHERS:—

After considerable delay in trying to arrange a meeting so that a river trip could be taken, but without success, the Executive Committee of the Illinois Press Association finally decided to hold the next session at the Sherman House, Chicago, June 14th, 15th and 16th. The meetings will be held in the hotel, which is one of the most modern and most beautiful in Chicago, and is centrally located, so that it will be convenient for all.

The program for the sessions has not yet been arranged, but will be interesting and profitable to the members. The program of entertainment by our Chicago friends is very elaborate and entertaining, and has been put in charge of that prince of good fellows, Charles King of the Butler Paper Co., who has been with us so many years and made our visits to Chicago so pleasant. Following is the program thus far arranged:

Wednesday morning, June 14th, session; Wednesday afternoon, session; Wednesday night, theatre party; Thursday morning, session; Thursday afternoon, session; Thursday evening at 5:30 sharp, dinner at Chinese restaurant; Thursday night, theatre party; Friday morning, trip to The Ghetto and Hull House; Friday afternoon, session; Friday night, trip to White City.

This dinner at the Chinese restaurant Thursday evening will be a very pleasant and unique feature, as it is a strictly Chinese restaurant, costing $250,000, with Chinese waiters, and if a person so desires all dishes served may be of Chinese character, although they serve American dishes in the very best style. The trip to The Ghetto and Hull House also be very interesting and instructive, and we hope every member of the I. P. A. will attend this meeting.

The following railroads have kindly expressed their willingness to grant transportation in exchange for advertising, but these applications must be made only by bona fide editors and the transportation not used for anything but a state trip and for this meeting. The Railroads will furnish transportation for each member and one member of his family, but application must be made individually by the editor and upon the letter head of his office. This is imperative and the Railroads will grant transportation where they feel justified in so doing, wihch is usually to every bona fide editor who asks the courtesy: Geo. J. Charlton, P. T. M., Clover Leaf-Alton Road, Chicago, Ill.; J. D. McNamara, G P A., Wabash, St. Louis; E. A. Williams, G. P. A., C. P. & St.. Louis; H. E. Chubbuck, General Manager, Illinois Traction Co., Peoria, Illinois.

In writing for transportation be sure to use your office stationery and state that you desire to attend the 46th Annual Session of the Illinois Press Association, naming the member of your family who will accompany you.

A return postal card will be sent you later to ascertain just the number who will attend, as this is necessary in order to make arrangements for amusements and for the Chinese dinner, our Chicago friends having to guarantee a certain number, so when you receive the postal card don't fail to sign and return. You will note that this meeting will partake largely of pleasure, and the Executive Committee thought that the gathering together of members with their wives was as conducive to the advancement of the interests of the Association as to have a longer business program. Therefore come to Chicago and have a good time as well as to attend the sessions of the Association.

Yours fraternally,
J. M. PAGE, Secretary, I. P. A.

INTERNATIONAL ASSOCIATION OF CIRCULATION MANAGERS.

This organization is to hold its fourteenth annual convention in Chicago June 13th, 14th and 15th at the La Salle Hotel. Circulation is the foundation of all successful newspaper publication. The size and quality of circulation furnish the advertising value as well as being the resource of the newspaper's most important income, influence, usefulness and permanency. Memories of attendance upon the conventions of the International Association of Circulation Managers in New York City and again in Boston, Massachusetts are to us most pleasant, from the side of social enjoyment and friendly associations, and as well is to form the side of practical business knowledge secured, and the pleasing, informing discussions and papers enjoyed. The Circulation and Advertising Journal, of Chicago, Thos. H. Devereaux,, Publisher, says of the approaching Convention in its May issue:

"Chicago, being the most central of any point at which the annual convention has been held, enables every Circulation Man in the United States and Canada to attend without discomfort or inconvenience to travel and every Circulation Manager should lend his hearty co-operation in making this the grandest event in the history of the association.

If you are not a member and yet eligible to membership see that you name is at once headed towards Secretary J. R. Taylor, care The Press, Grand Rapids, Mich.

Do it now so that your application can be acted upon before the curtain goes up for the first act of the Thirteenth Annual Convention."

OKLAHOMA EDITORS MEET.

The annual meeting of the Oklahoma Editorial Association held Friday and Saturday, May 18th and 20th, was the most interesting meeting in the history of the Association. An elaborate program had been prepared and T. A. McNeil of Topeka and L. J. Wortham of Fort Worth Star-Telegram were the principal speakers. Walter Ferguson gave the principal address on behalf of the Okla-

homa editors. Sunday a special train was taken by the members of the Association to Lawton and from there to Medicine Creek to view the proposed site of the Editors' Home. An unusual feature of the meeting was the Gridiron session Saturday evening—the first attempt of the kind in the State and in the history of the Association.

BEN FRANKLIN CLUB OF TENNESSEE.

SOME PERTINENT QUESTIONS AND VALUABLE SUGGESTIONS, EQUALLY APPLICABLE TO ALL PRINTERS.

The following communnication deserves careful reading. It gets right down to "brass tacks." The matter is as pertinent to printers in Maine as in Tennessee. It gets down to the roots of the trouble and to the remedy:—

May 26, 1911.

DEAR SIR AND BROTHER:—

At a meeting of the Printers of the Southeastern States, held in Atlanta, April 20th, 21st and 22nd, the delegates from Tennessee met jointly and organized a State Association under the name of the Ben Franklin Club of Tennessee. This organization has for its objects the bringing together of all the printers of this State and establishing a more friendly feeling toward one another; of educating, and discussing problems of costs and matters pertaining to the craft; of co-operating in eliminating the evils of ignorant and ruinous competition; to standardize the printing business, and help to elevate the industry to a higher plane morally, commercially and financially.

We want the assistance of every printer in the State; we want your co-operation. This organization binds no printer in any way whatever; we require no printer to do anything that he does not want to do. We do not establish prices; but we do want to show you your true costs, thus enabling you to charge a price sufficient to allow you to live as you should live and enjoy life as it was intended you should.

Heretofore the printing business has been conducted in a very lame manner; the main object being by most printers to get the job at most any price. A good many printers have formed the idea that it is a poor policy to allow a job to go out of their door; they would rather take the job at no profit than "lose the customer." This is all bosh! "What shall it profit the printer if he keeps ten presses running all the time, and extra men constantly at work, if at the end of the month he finds that he has made no money," rent being due, paper bills to meet, and his wife needing a new bonnet?

Why is it that you will take a job at only such prices as you think the customer will be willing to pay; why is it that you haven't back-bone enough to make your price; a price that you know will net you a profit and then stick to it?

The Ben Franklin Club of Tennessee wants to help you. It will endeavor to aid you by placing at your disposal all the records we have pertaining to the Ben Franklin movement. In return you can aid us. We want to know if you have a cost system; we want to know if you know what every job costs you that you turn out; we want to know if you will allow us to send you cost blanks with instructions on their usage. If necessary we will send a man to your plant to install these cost blanks and show you exactly what it costs you to do business. Will not you co-operate with us?

We need the support of every printer of this State and he needs our support. He can aid powerfully in elevating the industry.

We need him for his own good as well as for the general good. He can help us improve the trade, and when the condition is improved, he can more easily conduct his business on the lines which he believes are correct, only, he can then carry them out more efficiently.

We want to get in touch with all the printers of the State who will open their hearts, unburden their grievances, and get in closer touch with the rest of the uplifters; we can then straighten out the tangles and bring about better conditions and secure closer co-operation throughout the industry. Let's get closer together.

You can undoubtedly show us something. At least, won't you write us telling us the true condition of affairs in your shop, in your city, and in your immediate vicinity. Write to the Secretary telling him just where you stand and whether you will read and study every piece of paper that he sends you? Shall we place your name on our mailing list? Do you want to be numbered among the successful, the smiling printers? If you do, don't put this matter off until tomorrow, but sit right down and write to the Secretary of the Ben Franklin Club of Tennessee, telling him your troubles, no matter what they are. You will never regret taking the step that will put yon in touch with a movement sincerely calculated to uplift the fraternity.

Yours for your own success, and with the best wishes of the

BEN FRANKLIN CLUB OF TENNESSEE,
CHAS. E. DUDDINGTON, Secretary.
8 Masonic Temple, Memphis, Tenn.

TREASURER STEEL TO RETIRE FROM N. E. A. OFFICIARY.

SEATTLE, WASH., April 24, 1911.

Editor National Printer-Journalist, Chicago, Ill.

DEAR SIR:—

On my recent return from Alaska I found several letters from friends requesting that I be a candidate for Secretary of the National Editorial Association. So that there may be no misunderstanding on this subject, will you kindly state that I shall not again accept an elective office in the N. E. A. I feel that I have been more than sufficiently honored in my election four times as Treasurer of the Association, and twelve times as a member of the Executive Committee.

Furthermore, my newspaper and mining interests in Alaska make it exteremely inconvenient for me to hold office in any other organizations. I expect to attend the annual convention at Detroit, and there to personally express my gratitude to those many friends who have always made possible the successful contests in which I have engaged, for myself and others. Yours truly,

WILL A. STEEL, Treasurer N. E. A.

DEAR FATHER HERBERT:—

Inclosed, on separate sheet, is list of delegates to N. E. A., also officers of Kansas Association. I think you can depend on many more than this list from Kansas this year. For instance, the Seventh District organization will doubtless have five or six additional to those named. I want to get 50 or sixty from Kansas this year. I think the boys are waking up to the fact that they must "Pump for Jones" a little more vigorously. If they don't, the Post Office Department would impose burdens on them they know not of. I heard the expressions from the Post Office Committee of the Senate and from the department officials last winter, and know they would swat the newspaper boys a body blow if they could, and they certainly have an opportunity with the "Postal Commission" the President has named. The highest degree of care and attention should be given this work by all second-class publications.

With best wishes,

I am sincerely yours, SHERIDAN PLOUGHE.

International Peace

Andrew Carnegie went to the New York Press Club Saturday, April 8th, to preach his gospel of world peace to the members of the press; and the New York Times told the story of the occasion in part as follows:

The dining rom was hung with the peace flags of all nations. The dove of peace smiled on the gathering from the mantelshelf, and appeared again as the harbinger of the ices, and Mr. Carnegie himself took with him an "international hymn," which was sung to the tune of "America." Its first two verses ran:

Two empires by the sea,
Two nations great and free
One anthem raise.
One race of ancient fame,
One tongue, one faith we claim,
One God, whose glorious name
We love to praise.

What deeds our fathers wrought
What battles we have fought
Let fame record.
Now vengeful passion cease,
Come victories of peace,
Nor hate nor pride's caprice
Unsheath the sword.

C. R. Macauley, the *World* cartoonist, presided, and as he introduced the ironmaster the gathering rose and sang "Auld Lang Syne," much to his delight. He appeared a little feeble, but all the humor that has delighted so many audiences was in evidence as Mr. Carnegie began by declaring that he did not feel that he ought to address a gathering of newspaper men about peace or anything else.

"You know every point of the game already," he said, "and you teach us every day how to keep in the right path. You know when I was young it was the very summit of my ambition to get on the Pittsburg *Dispatch* and begin as a reporter. Think of the consequences! I might have owned more than one newspaper by now."

WHAT WORRIED MR. CARNEGIE.

Mr. Carnegie then spoke of the two homes of the English race and said:

"We need no longer bother about peace between them. What I am bothering about is that half million a year from the Peace Fund. I thought I would mention this as you might perhaps mention a name or so to me."

A roar of laughter went up from the audience, and every listener seemed to become an applicant at once. Mr. Carnegie, delighted with his little joke, continued by declaring that the arbitration treaty would be no partisan victory, for he was sure that every party in the Senate would vote for it, although there might be one or two who wanted to flock together in opposition.

Then he took the newspapers to task for their underrating of public men and their imputation of unworthy motives to men who were acting from perfectly upright considerations. It was this, he said, which kept many good men out of politics.

"Mr. Choate has said," he went on, "that we have one paper which makes vice so attractive and another which makes virtue so—so"—he waved a knife vainly in his search for a word to express his meaning—"that we were indeed badly placed. If I were to pray for you gentlemen of the press I would pray that you might be made more generous."

The ironmaster declared his firm belief that Democratic Governors such as Dix, Wilson, Harmon, and Baldwin would all come forward to protest if anything were done to hinder the adoption of the arbitration treaty, and continued:

"My father came to this country and was never tired of singing the praises of the land where one man's privilege is every man's right. I inherit his good radical blood. I love my native land, Scotland, as my mother country and I love this as my wife's country. There is nothing contradictory in this. It is complimentary. If I could see perpetual peace reign between them a new charm would be added to peace and I could say, 'Now Lord, letest thou thy servant depart in peace.'"

Mr. Macauley then read this letter from President Taft:

White House, Waashington, April 6, 1911.

My Dear Mr. Macauley: I regret that I shall be unable to attend the peace dinner at the Press Club in New York, on the night of April 8. It is gratifying that the proposal looking to a treaty of general arbitration between Great Britain and the United States is receiving widespread commendation. Sincerely yours,

WILLIAM H. TAFT.

After the new peace version of "America" and "God Save the King" had been sung Sir Robert Perks was introduced.

SAYS ENGLAND IS FOR IT.

"I assure you," he began, "that the British people have but one opinion on this measure and that there is no division on the question among the politicians. The day before I sailed I was speaking to Mr. Asquith and he assured me that every effort would be made by his Government and all the political parties to bring the negotiations to a successful and quick end."

Sir Robert paid a tribute to the patriotism and fire which Mr. Carnegie had displayed, which he declared had come as a revelation to him, as he had always regarded the Scotch as even more phlegmatic and stolid a race than the English. He went on to point out that leaders can do nothing unless they have the people behind them, and that it was essential that Parliament, press, pulpit and educators should all work together to the same end.

"If the men of money," he said in conclusion, "would only refuse to open their coffers, war would nowadays be almost an impossibility, and let us hope that we shall have between these two countries not only an absence of war, but true industrial and religious peace as well."

Ralph Pulitzer, after comparing Mr. Carnegie to Daniel in the lion's den, went on to defend the attitude of the press in international matters.

"Gladstone," he said, "declared that all that was needed in one crisis was a little common sense. Common sense is based on common knowledge."

The fifty-fifth annual meeting of the New Jersey Editorial Association will be held at Nantucket, Mass. The party will leave New York, Friday evening, June 16, at 6 o'clock from Pier 40, North River, on the Steamer Maine of the New Bedford line. While at Nantucket the party will stop at Sea Cliff Inn. The trip will take about five days in all and promises to be an enjoyable outing.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

Chas. Eneu Johnnson & Co. are sending out, recently, some very catchy advertising matter. A handsome pamphlet, printed in colors, containing a very clever parody on the old nursery rhymes about "The House that Jack Built," is among the most elaborate and attractive. The first inside page contains a very handsome and accurate reproduction of views showing the original factory at Tenth and Lombard Streets, started January 7, 1804, and of the growth and enlargement in 1854, and again the Tenth Street office and works as now seen on the original site and also the Point Breeze Works. The line of this page is, "This is the house that Johnson built." Then follows with approprate illustrations in colors, printed with Johnson Inks, the lines for each separate page; telling, "This is the Ink that was made in the House that Johnson built." Then the man who sold the ink, the printer who bought the ink, the pressman who used the ink, the author who wrote the book printed with the ink, the maid who read the book, the man who married the maid, and so on. The colors of ink shown are very attractive as are all the individuals concerned in the selling, buying, and using the ink, as well as the author, the maid and the lucky young benedict. All those in any way connected with the house, the ink, its use, or the results of its use, are happy, prosperous, bright, handsome, intelligent appearing. It is certainly a happy kind of advertising that leaves pleasing impressions that cannot well be forgotten.

* * *

A second edition of "Ad Work and the Linotype Way," has reached our desk. It is a handsome production and full of instruction as to the great possibilities and the very satisfactory results obtainable in ad-composition on the Linotype. Besides showing specimens of Linotype display type, head letter faces, and display ad-figures, reproductions are given of the nine page newspaper ads which were awarded prizes in the Linotype Ad Work Contest, together with a brief account of the contest and the awards in which 174 ads were submitted by 117 different offices. In addition to the nine ad prize winning pages, is also given the Ad in Class C, which received first honorable mention and contains some unusually interesting specimens of intricate machine composition. The following were the prize winners: Class A—Offices operating 1 to 5 Linotypes: 1st, Port Huron (Mich.) *Times-Herald;* 2nd, Eugene (Ore.) *Daily Guard;* 3rd, Richmond (Ind.) *Evening Item.* Class B—Offices operating 6 to 11 Linotypes: Dayton Daily *News;* Houston *Chronicle;* Harrisburg *Patriot.* Class C—Offices operating 12 or more Linotypes: Spokane *Spokesman-Review;* Memphis *Commercial Appeal;* Louisville *Courier-Journal.* 1st honorable mention in Class C.—Brooklyn *Daily Eagle.* This sheet should be in the hands of every linotype operator. It affords instruction as well as inspiration.

* * *

The Publishers' Press, C. J. Marr, General Manager, 299 Broadway, New York City, have a new novelty for newspapers. It is a "Mid-Week Home Magazine" of four full newspaper pages, profusely illustrated and printed in colors. The cartoons are by the celebrated Davenport, the greatest cartoonist of the age, who deals with social and economic subjects. One of the most strikingly impressive cartoons, that appeared in a recent number, was entitled, "Justice to the Child Slave." The last page is filled with up-to-date cartoons that show contretemps and happenings that are full of rollicking fun. The inside pages are filled with contributions by the best writers of the day, sketches and poetry, "fashions and home reading," with Mrs. Geo. Branch, Editor. Among the contributors are Mrs. John A. Logan, Frank L. Stanton, Margaret E. Sangster, Amanda Moore (Chat), Christian F. Reisner, Virginia Harlan, Ferdinand C. Iglehart, Harriet Prescott Staford and W. Deherbertbron Washington. It is not only a midweek, enlivening, popularizing feature, but a real live, attention compelling ad-getter.

* * *

FAMILY SCALE—A SERVICEABLE PREMIUM.

Nearly every one needs a scale; it is a necessity for both home and office Premium users have long been seeking a dependable and durable scale selling at a low price.

The scale pictured herewith embodies all the essentials for a successful premium. It is well constructed, neat in appearance, and sells for a surprisingly low figure; in fact,

you would never guess the price from its appearance, enameled in light and gold as it is.

Every piece used in its construction is guaranteed; it has a regulator to keep it exactly right, and will weigh up to 25 pounds.

The manufacturers of this scale, E. J. Sampson & Co. 733 Broadway, New York, state that it is being accorded a wonderful reception by premium users. It will pay any one in search of a premium, that is new and novel, to investigate this well-built household necessity. Write for particulars. Mention the NATIONAL PRINTER-JOURNALIST.

* * *

The American Type Founders Company are selling agents for the Brown and Carver and Oswego Cutters, and have issued a catalogue of information that covers the whole subject of cutting machinery in a comprehensive manner, and which they are anxious to place in the hands of every printer and user of cutting machines. It can be had by application to any of the branches or to the general office of the American Type Founders Company. Ninety different sizes and styles of Brown & Carver, Oswego and Ontario Cutters are fully described and illustrated. A cutter will be found for

every conceivable purpose, from the little three hundred pound 16 inch Bench Cutter to the mammoth seven ton 84 inch Automatic Clamp Machine. The Brown & Carver, Oswego and Ontario, are not new machines. They have been built for a third of a century in the only factory in the world making nothing but paper cutters, so this catalogue has been entitled "Cutting Machines Exclusively."

* * *

The Standard Machinery Company of Mystic, Connecticut, Chas. S. Wheeler, President and Treasurer, presented, on the second cover page of our pre-convention, May issue, an illustration of their thirty-four inch Keystone paper cutter, which they have found to be a favorite among printers. It saves time and money. These Keystone Cutters have nothing "Mystic" about them except the name of the beautiful Connecticut town where they are manufactured. They are simple in construction, having no intricate or complicated parts to get out of order and are as accurate as they are simple and substantial. All users of cutters should investigate the merits of these machines. Circulars, with full particulars, will be sent on request. Write to Chas. S. Wheeler, President Standard Machinery Company, Mystic, Conn., and mention the NATIONAL PRINTER-JOURNALIST. The Standard Machinery Company are builders of Paper Cutting Machines of all styles and sizes, as also embossing presses, die cutting presses and die cutting machinery.

* * *

S. Blake Willsden, of 32 Wabash Avenue, Chicago, has made a great success with his "Official Census Charts." They have proved most acceptable premiums and great getters of new subscribers. They show great values compared with the cost. What is very satisfactory about them is that they have proved good from one census to another. One publisher writes: "I used more of the 1900 charts the ninth year than I did the sixth, and I believe the new chart will work just as satisfactorilly." They are better now, however, than at any other time. As announced in his advertisement, on another page, this month, his 1910 census charts are now ready and all orders will receive prompt attention. Mr. Willsden has been supplying publishers with newspaper premiums for many years and understands the demands. While his leaders for 1911 and 1912 are: "The New Home," "Library Wall Chart," "International Wall Atlas," and "People's Handy Atlas," he has others and is every ready to supply the wants of his customers. He finds the *National Printer-Journalist* a good medium through which to reach progressive, enterprising publishers or else he would not continue to use this medium. Publishers can help strengthen his faith and that of all other advertisers by kindly mentioning this paper in their letters, and thereby, like the traveler on a dark night, told of by the old Greek poet who, carrying a lantern let it shine for the benefit of another, thereby doing something which did not discommode himself yet conferred a great benefit on the other. Write for particulars and be convinced of the value of goods offered

* * *

One of the prime requisites of a standardizing machine for the composing room is *ease of operation.* In this, as in every feature of the equipment, the Miller Saw-Trimmer Company has reached the ideal. While operating the circular saw of the Miller Universal Saw-Trimmer, the machine may be stopped, and changed to either a drill, router, jig-saw, or perpendicular file in the space of one minute. If using the drill, the machine may be changed to a jig-saw in fifteen seconds, the change requiring only three movements of the operator's hands. From the jig-saw to the type-high planing device in one minute. From this device back to the circular saw in thirty seconds. All these changes made by the operator's hands alone, and without the shift of a belt or the change of a pulley. Any competent printer can operate the machine and secure absolutely accurate results in standardizing material in less than an hour after the machine is installed.

Practical, Profitable Utility
IS THE CHARACTERISTIC OF
THE "UTILITY PAPER CUTTER"

AND ALL OTHER MANUFACTURES OF THE
Pavyer Printing Machine Works
600 to 604 S. Broadway, ST. LOUIS, MO.
ALSO MAKERS OF
Reversible Paper Clamps and Mustang Mailers and Builders and Repairers of Machinery for Printers in which Highest Quality is joined with Economy, Serviceableness and Simplicity.

WANTED

Responsible printer agents for engraved wedding invitations, announcements, visiting and business cards, embossed business, society, fraternity and sorority stationery; complete sample outfit with full instructions free to those who mean business; best quality of work, prompt service, reasonable prices and liberal commission.

STAFFORD ENGRAVING CO.
Indianapolis, Ind.

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

WANTS AND FOR SALE

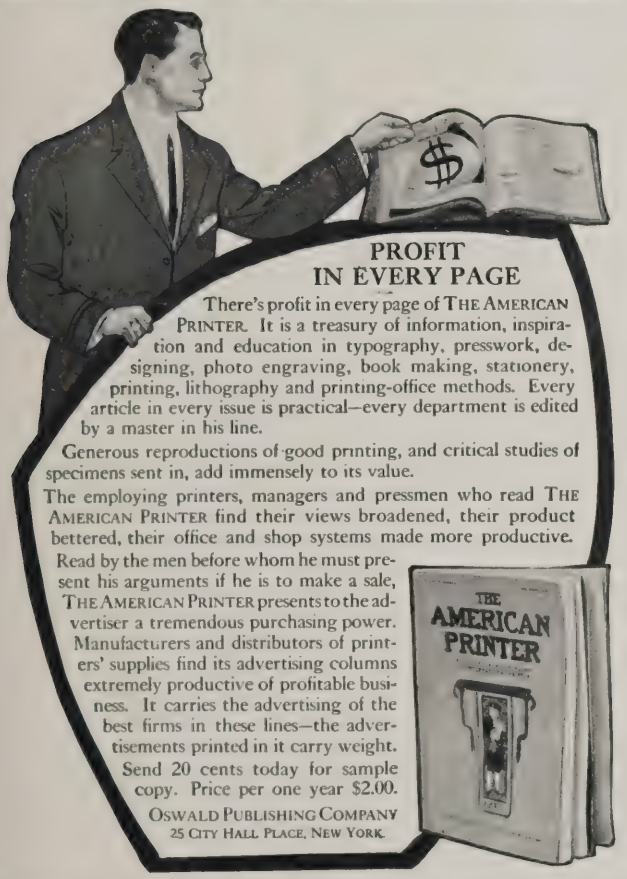
Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

EDITORIALS—Ready-to-wear. Fit guaranteed, no politics, religion or wind; sprightly, topical, not faddish Samples sent. Weekly Service Syndicate, DeSoto, Wis.

ANYBODY can make good cuts with my simple zinc etching process. Specimens and particulars for stamp. Process $1.00. DAY, WINDFALL, INDIANA.



PROFIT IN EVERY PAGE

There's profit in every page of THE AMERICAN PRINTER. It is a treasury of information, inspiration and education in typography, presswork, designing, photo engraving, book making, stationery, printing, lithography and printing-office methods. Every article in every issue is practical—every department is edited by a master in his line.

Generous reproductions of good printing, and critical studies of specimens sent in, add immensely to its value.

The employing printers, managers and pressmen who read THE AMERICAN PRINTER find their views broadened, their product bettered, their office and shop systems made more productive.

Read by the men before whom he must present his arguments if he is to make a sale, THE AMERICAN PRINTER presents to the advertiser a tremendous purchasing power. Manufacturers and distributors of printers' supplies find its advertising columns extremely productive of profitable business. It carries the advertising of the best firms in these lines—the advertisements printed in it carry weight. Send 20 cents today for sample copy. Price per one year $2.00.

OSWALD PUBLISHING COMPANY
25 CITY HALL PLACE, NEW YORK

$35,000 BUYS

Leading newspaper in a western state. Rapidly growing community. $15,000 cash necessary.

Proposition A. H.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

SPECIAL BARGAINS:—26 x 40 Cottrell Drum, tapeless, $600; 24 x 29 Campbell, $325; 24 x 32 Diamond Power, $300; 29 x 43 Campbell Country, $400; 37x 52 Potter Seven Column Quarto, $800; 32 x 46 Potter 2 Rev., $200; 37½ x 50 Campbell Four Roller, $900; 39 x 52 Huber Four Roller, $1600. Liberal discount. Printing Presses, stitchers, motors, punches and outfits. WANNER MACHINERY CO., 215 Congress St., Chicago, Ill.

HELPS TO SUCCESS

The most successful men are those who "read up" on subjects affecting their life jobs. Here are works which will help anyone in a printing office, from owner to apprentice.

ESTABLISHING A NEWSPAPER, by O. F. Byxbee. Cloth; 113 pages; price, 50 cents.

GAINING A CIRCULATION, by Charles M. Krebs. Five hundred ideas; 60 pages; 50 cents.

CONCISE MANUAL OF PLATEN PRESSWORK; complete treatise on subject, 25 cents.

MODERN PRESSWORK (cylinder) 138 pages; cloth, $2.00.

PRACTICAL GUIDE TO EMBOSSING AND DIE STAMPING. Cloth, $1.50.

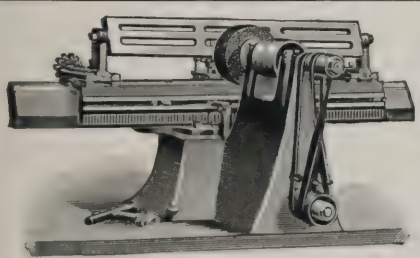
SPECIMEN BOOKS—Handiest of all adjuncts for job-work.

They help sell printing and give the boys an idea of how jobs should be set. Few type faces and simplicity of arrangement are the prevailing features of these books:

BILL-HEADS, 25 cents.
COVER AND TITLE PAGES, 75 cents.
ENVELOPE CORNER CARDS, 25 cents.
LETTER-HEADS, 50 cents.
PROFESSIONAL CARDS AND TICKETS, 25 cents.
PROGRAMS AND MENUS, 50 cents.

The best trade educator—THE INLAND PRINTER. $1 for four months; $1.50 for six months; $3 a year.

THE INLAND PRINTER COMPANY,
632-640 Sherman St., Chicago, Ill.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes, which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

Roosen's Blacks

For years the plant of the H. D. Roosen Co. has been the headquarters for the best Black Printing Inks on the market.

They manufacture more fine Black Ink than any three other ink makers combined.

H. D. ROOSEN CO.

BROOKLYN, N. Y.

CHICAGO, ILL. TORONTO, ONTARIO

The FOLDER WITHOUT A FAULT

Folder Efficiency means harmony and economy. It means *satisfaction* and a *safe investment.* We make no claims beyond what our machine will do—and such claims we back up to the letter

The Cleveland Folding Machine

Is the Only Folder That Does Not Use Tapes, Knives, Cams, Changeable Gears in Folding

Perfect in register, and 50% faster than other Folders.

Has range from 19 x 36 to 3 x 4 in. parallel.

Folds and delivers 4s, 6s, 8s, 10s, 12s, 14s and 16s, single or in gangs.

Also regular 4s, 8s and 16s, book folds, from sheets 19 x 25 down to where the last fold is not less than 2½ x 3 inches.

Makes Accordion—and a number of other—folds that cannot be made on any other folder.

INSTALLED ON A THIRTY DAYS' TRIAL on an unconditional guarantee of absolute satisfaction

Write for a complete set of sample folds.

The Cleveland Folding Machine Co.
Cleveland, Ohio

A Live Wire Working List

Every Advertiser Is a Possible Customer for You

McKITTRICK'S DIRECTORY of ADVERTISERS, their ADVERTISING MANAGERS and ADVERTISING AGENTS for 1911 now ready for delivery

IT CONTAINS

List of 13,000 Prominent Advertisers of the United States

Correct Address of Each Advertiser	Name of Managers of Printing Department
Business of Each Advertiser	Name of Advertising Agency Placing the Business
Kind of Advertising Medium Used by Each	List of 2,000 Trade Mark Articles
Name of the Man to see in Each Concern	List of General Advertising Agents and Their Solicitors

The 1911 Edition contains the most complete and up-to-date data that has thus far been published. The monthly supplement is very important, it being intended to thoroughly cover the names of all new advertisers and changes that may from time to time occur.

The directory is in three divisions, as follows:

Entire Territory,	(United States) - -	$25.00	Including
Eastern "	(East of Pittsburg and Buffalo)	15.00	Monthly
Western "	(West of " " ")	15.00	Supplements

The leading Publishers, Printing and Lithographic Houses, Premium Manufacturers' etc., have used our service for years with excellent results.

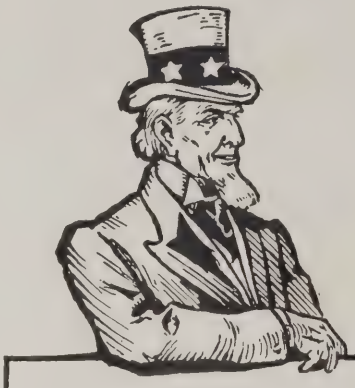
GEO. McKITTRICK & CO.
PUBLISHERS

108 Fulton Street **NEW YORK CITY**

MY OFFICIAL CENSUS CHARTS

ARE NOW READY

The Greatest Circulation Builders of the Year



Every man, woman and child in the territory in which your paper circulates is interested in the 1910 census maps,

THE NEW HOME LIBRARY WALL CHART

INTERNATIONAL WALL ATLAS

PEOPLE'S HANDY ATLAS

All containing new 1910 census population figures, are my leading specialties for

1911-12

One customer writes after placing an initial contract for 40,000 Charts:

"The old 1900 Census Charts worked all right for ten years, I used more of them the ninth year than I did the sixth and I believe the new chart will work just as satisfactorily."

Nearly twenty years experience with these lines enables me to give you

Special Personal Service

Write today for samples and special terms

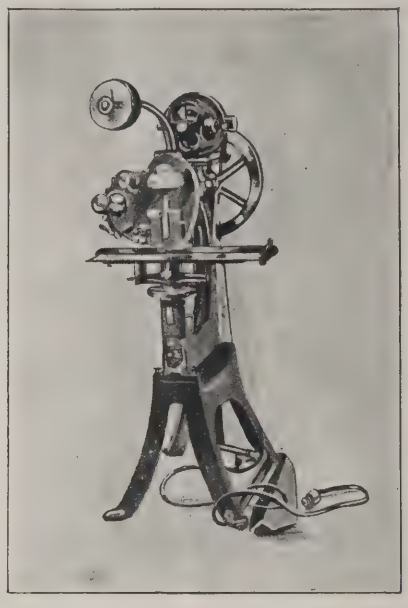
S. BLAKE WILLSDEN

Newspaper Circulation Features

32 South Wabash Ave. CHICAGO
(Old number 151 Wabash Avenue)

"PERFECTION" WIRE STITCHING MACHINES

—ARE USED THE WORLD OVER—



"Perfection" No. 4 (Electrically Equipped)

Manufactured and Sold by

The J. L. MORRISON CO., Inc.

(Head Office) **143 Worth St., New York, U. S. A.**

(Branches) **Chicago, Toronto, London (Eng.) Liepzig**

Write for full particulars

190 Sheets 18-lb. Paper, at $4\frac{7}{10}$c. lb.

WHAT WILL THE PAPER COST?

Sample Page (reduced size)

FULL SIZE, 4X10 INCHES

4 7/10 CTS.

INDEX TO PRICES

Try it the old way. Now look at this—my way

$$\frac{100}{17} + \frac{50}{9} + \frac{25}{5} + \frac{10}{2} + \frac{5}{1} = 190s \text{ } 34c$$

You don't even need a pencil

EASY ISN'T IT?

If you have all the figures before you—ALL the figures ARE before you in

STONE'S PAPER PRICE TABLES

Over 50,000 of them, instantly available. Indexed through, pocket size, full leather.

Prices Any Quantity, Any Weight, at Any Rate

Used and endorsed by Printers and Paper Dealers everywhere.

Worth $50, Price Only $5

Carriage paid, if check comes with order.

Nat'l Printer-Journalist

4618 West Ravenswood Park
CHICAGO, ILLS.

BASOLIO INK & COLOR CO.
IMPORTERS AND MANUFACTURERS OF
LITHO AND PRINTING INKS.
DRY COLORS AND VARNISHES.
BASOLIO
250 W 27TH ST. NEW YORK

BASOLIO PHILOSOPHY

WE EXTEND AN INVITATION!

Come and Visit Us in Our New Factory and Offices
516-518-520-522-524 West 25th St.

WE WILL BE GLAD TO SHOW YOU HOW PRINTING INKS ARE MADE

FROM THE CHEMICALS UP

We have plenty of room and some to spare---wonderfully light lofts with power,—in our new buildings. We have the benefit of unobstructed north light which makes color matching easy. We make our own DRY COLORS right here and understand the INK BUSINESS from A to Z. If you are not our customer we are losing your money and so are you.

LET US MAKE IT FOR US

BASOLIO INK & COLOR COMPANY

516-524 West 25th Street

NEW YORK

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Trea

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

NATIONAL PRINTER JOURNALIST

Program National Editorial Association, Detroit, July 18, 19, 20

JULY 1911

VOL. 29 NO. 7

CHICAGO, ILLINOIS

20 CENTS PER COPY

Can You Draw a Better Fox Than This?

SKETCHES OF FOXES WANTED Read Our Offer

Nothing could more fully represent the light touch and fast running qualities of the Fox Visible Typewriter than a real live fox.

For fifteen years we have been using a fox head for a trade mark. Now we wish to make the fox wherever seen to be a living advertisement for the Fox Visible Typewriter. To do this we must use a fox in all of our advertisements and on every piece of literature sent out from our office. This means the purchase of fox sketches showing the fox in every imaginable position—standing still, running, crouching, lying, etc.

We can use sketches showing the fox only or we can use more complete sketches, with the fox as the central figure, to illustrate some idea that will effectually advertise the Fox Visible Typewriter. If you have any sketches to submit send them on, addressed to the Advertising Department, Fox Typewriter Co., accompanied by a letter stating your price for same. If your sketch is suitable for advertising purposes and is accepted, payment will be made promptly for same. If not used the sketch will be returned to you.

The Fox Visible Typewriters, which these fox sketches are to advertise, are the highest grade Typewriters ever manufactured and have a lighter touch and easier action, are faster running and make less noise than any other typewriters of which we know. They have tabulators, black space keys, two-color ribbon attachments, which automatically reverse and oscillate, stencil cutting devices, card holders, variable line spacers, interchangeable carriages and platens, and are unequalled for durability. They are sent to anyone, anywhere, on free trial at our expense and are sold on easy monthly payments. We will be glad to send catalog to anyone wishing further information.

Fox Typewriter Co. 4507-4707 Front St. Grand Rapids, Mich.

"BUTLER BRANDS" OF ENVELOPES ARE BEST MADE BECAUSE MADE BEST

The enormous growth of our Envelope business is substantial proof of the merits of our product and should suggest an immediate investigation of our line on your part ~ ~ ~

It will pay you to purchase of us whether you order in million or half-thousand lots ~ We carry a mammoth stock of Envelopes of every description for every purpose ~ Special sizes, shapes etc. promptly made to order ~ ~ ~

Our "EXCELLO" Envelope will put your keenest competition to flight ~ Be sure to ask for samples and prices ~ ~ ~

PAPER *Distributors of "Butler Brands"* PAPER

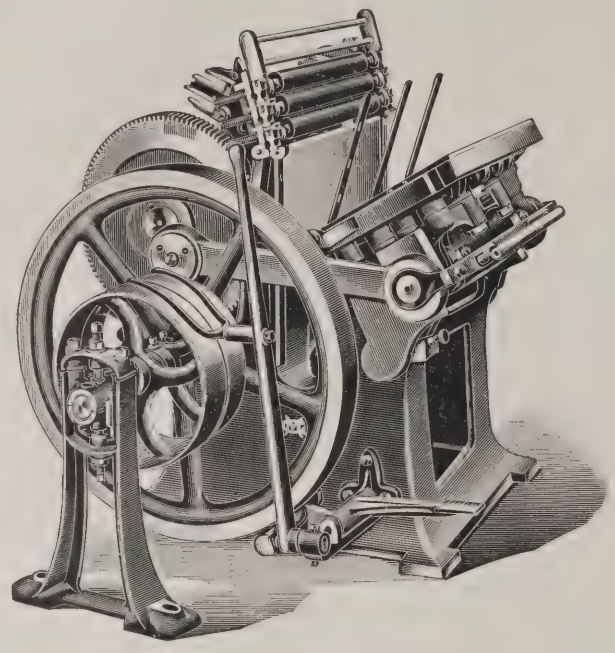
STANDARD PAPER CO.	Milwaukee, Wis.	CENTRAL MICHIGAN PAPER CO.	Grand Rapids, Mich.
INTERSTATE PAPER CO.	Kansas City, Mo.	MUTUAL PAPER CO.	Seattle, Wash.
SOUTHWESTERN PAPER CO.	Dallas, Texas	AMERICAN TYPE FOUNDERS CO.	Spokane, Wash.
SOUTHWESTERN PAPER CO.	Houston, Texas	AMERICAN TYPE FOUNDERS CO.	Vancouver, Br. Col.
PACIFIC COAST PAPER CO.	San Francisco, Cal.	NATIONAL PAPER & TYPE CO. (Export Only)	New York City
SIERRA PAPER CO.	Los Angeles, Cal.	NATIONAL PAPER & TYPE CO.	City of Mexico, Mex.
OAKLAND PAPER CO.	Oakland, Cal.	NATIONAL PAPER & TYPE CO.	City of Monterey, Mex.

NATIONAL PAPER & TYPE CO., Havana, Cuba

J. W. BUTLER PAPER CO. CHICAGO

Established 1844

THE GALLY
UNIVERSAL



WHY IT IS THE BEST PRESS TO BUY

1—Because it is built right and of the best material and every press is a perfect machine.

2—Because it cannot be equalled in rigidity of impression, smooth running and accuracy of register.

3—Because the arrangement of the fountain and rollers permits of better ink distribution than on any other platen.

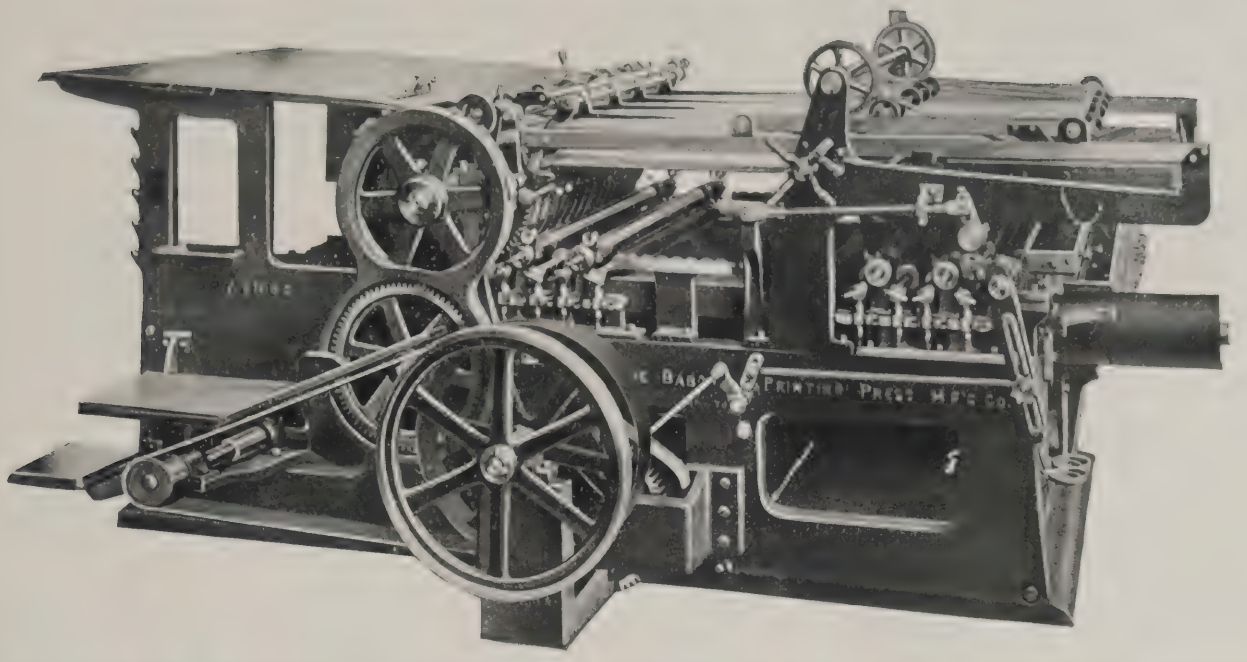
4—Because the unusual strength and size of bed fits it for a wider range of work.

5—Because it is made in many sizes and styles, among which you will find the press you want.

6—Because it has been fulfilling all that can be desired in a platen for nearly forty years.

THE CATALOG WILL TELL YOU MORE—SEND FOR IT

NATIONAL MACHINE COMPANY
MANUFACTURERS
HARTFORD, CONNECTICUT, U. S. A.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 168-172 WEST MONROE ST., CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

Price—the last thing to talk about, the first thing asked. Everything else is more important.

The buyer's concern is not so much to purchase cheaper as to be sure his competitor does not buy for less.

We have proved herein for months that the Optimus is best for any printing purpose. With this superior efficiency and capacity we offer the assurance that the competitor does not buy for less. Nor does he pay more. The one-price plan is both straight and square. It forces us to fix a price that self-preservation compels us to abide by; so low that if we lose the order we have no fault to find with our price. Nothing can be more fair, and no other action entitles us more fully to the confidence of customers.

We have a seven-hundred-man factory, up to the hour in everything, that enables us to take advantage of every practical economy in construction, and to incorporate in our presses unexcelled qualities. The extreme care taken in the manufacture of the special high-grade materials used; the splendidly close and exact fitting that insures long life; the strict inspections and trials, while making our machines of exceptional service to their buyers, make them costly to us. Indifference to these things would save us much; but customers would not get a machine good for twenty years of hard work.

Whether bought on quality or price, or both, Optimus sales are increasing. This must mean that our price is right. It can be ascertained readily for any machine. We do not delay giving it until a salesman can call. It will be the best price we can make for a machine that is as reliable in operation as the manner of its sale is straightforward. Neither in purchase nor in use will the Optimus give cause for regret.

SET IN AUTHORS ROMAN

Publishers Press Leased Wire, Special News Syndicate, and Special Feature Services

THE PUBLISHERS PRESS Special Features Service includes features that appeal to every up-to-date newspaper publisher. Each represents the best in its line that brains and money can produce. Our staff of writers and artists have world-wide reputations.

SUNDAY COMIC PAGE

The unmistakable and rapidly growing wave of protest, from parents and educators, against one of the most "popular" parts of the modern Sunday newspapers has been met and overcome by the Publishers Press with a new Sunday Comic Page, free of all the objectionable features complained of.

It is full of fun, is artistic, is bound to prove attractive to children and grown-ups as well, and is a

STRONG CIRCULATION BUILDER

It is sent out for printing either in BLACK AND WHITE OR IN COLORS, at a very moderate rate for liberal territorial rights.

The "ZOO-ILLOGICAL SNAPSHOTS," something entirely new in the way of newspaper comics, have made a great hit.

DAILY HOME AND WOMAN'S PAGE

Included in this Daily Home and Woman's Page Service is the work of authors and special writers who are known in every home in America. Among the writers whose work appears on this Daily Home Page are Ferdinand C. Inglehart, Virginia Harlan, Margaret E. Sangster, Mary Grier Hazard, Constance Carruthers, Harriet Prescott Spofford, Alva Armstrong, Amanda Moore ("Chat"), William De Hertburn Washington, Frank L. Stanton, Hardin Burnley, John Anderson Jayne, Cara Reese, Landon Carter, Robert Snowden, Mrs. George Brandt Winthrop.

These and other writers cover every phase of good, clean, home reading and all subjects likely to interest the women and the young people.

WOMAN'S SUNDAY COLOR SECTION

A first-class up-to-date Woman's Section, comprising four pages handsomely illustrated and containing a wide variety of useful and interesting matter appropriate for women. Two pages can be furnished for printing in color, or the whole four may be printed in black and white, as you prefer, and we can arrange to insert your heading.

Every phase of woman's activity is covered: Fashions, millinery, health, cookery, household economy, business, the interests of the young girl, all are catered to in an attractive manner. The fashion pictures are the best and most accurate issued. They are secured from the latest Paris models.

THE HOMER DAVENPORT SUNDAY "UPLIFT" PAGE AND WEEK-DAY CARTOON SERVICE

A splendid series of full-page Sunday features, by America's most famous cartoonist, in addition to the daily Service of Davenport's cartoons.

These Sunday features consist of half-page pictures by Mr. Davenport, accompanied with an article especially prepared by noted writers. Each will deal with some great subject of world-wide importance and really constitute powerful appeals for the betterment of humanity.

The daily cartoons consist of four cartoons weekly, each with a short semi-editorial article by Mr. Davenport. The cartoons and letter-press are sent out in matrix form, or if you prefer to make your own pictures, calendar proofs of the cartoons and copy of the letter can be sent.

Realizing the importance of pleasing the child, as an element in making and holding circulation, the Publishers Press also offers a splendid

CHILDREN'S PAGE

which meets everywhere the hearty approval of parents. On this feature are engaged the best artists and writers.

These pages are furnished in matrix form, for printing either in color or in black and white, in ample time fo simultaneous publication.

SPECIAL LEASED WIRE NEWS AND FEATURE SERVICES

covering practically every feature needed by an up-to-date newspaper.

These services have been enthusiastically endorsed by Leading Publishers in all parts of the United States.

The Leased Wire Service, which extends from New York to San Francisco and Seattle, and south to New Orleans, is devoted largely to special exclusive first-page news spreads for early editions, and is being constantly extended.

In it we aim to deliver accurate and graphically-written news stories of human interest, not covered by the ordinary routine News Report.

Either with or without the Wire News Report, the Publishers Press furnishes an exclusive Fast Mail Special Letter Service for both daily and Sunday use, summarized briefly as follows:

DOMESTIC LETTER SERVICE

Washington Society Letter, New York Society Letter, Personal and Political Letter, New York Industrial and Financial Letter. New York letters covering odd and interesting news features and personal gossip. Weekly non-sectarian Religious Review. Weekly Theatrical Letter.

FOREIGN LETTER SERVICE

Signed letters from our special correspondents in all the principal European capitals. Special Fast Mail Letters from London, Paris, Berlin, Dublin, Rome, Vienna, St. Petersburg, Copenhagen. These letters average between fifteen hundred and two thousand words each.

Special Foreign Letters for Saturday editions from London, Paris and Berlin.

SUNDAY SPORTING LETTER SERVICE

Special Letter Service on Sports for Sunday use. Through special arrangement with the New York Morning Telegraph the Publishers Press, in addition to its own staff of experts.

SPECIAL NEWS AND SERVICE

The Publishers Press is in a position, through its Bureaus in the principal cities, to deliver special news reports or query services for morning, afternoon or Sunday newspapers.

Special interviews propmptly secured and special stories covered by experienced newspaper men on requst.

EDWARD MARSHALL INTERVIEWS

Mr. Marshall's long experience as war correspondent, author and newspaper man has made him a past-master in the art of interviewing.

The men and women interviewed are without exception of national or international reputation. They have things to say which are worth saying and worth reading.

These interviews are sent out weekly, for simultaneous publication in proof form. They are accompanied by portraits which are sent either in photo or matrix form.

C. J. MAR, Pres. and Gen. Mgr. **253 Broadway, New York**

YOUR PLACE IN YOUR TOWN

As the editor and publisher of a country weekly what sort of a place are you making for yourself in your town?

Is your place secure as the able, honest moulder of public opinion—as the alert publisher of *news that is news?*

Is your newspaper recognized by your townspeople as one that is "Coming" or "Going"?

The "Coming" newspaper is invariably composed on either a Standard or Junior Linotype.

The "Going" newspaper—imperceptibly maybe, but still "Going"—is invariably set by hand.

The Junior Linotype

enables you to be the editor, the business manager, the news gatherer, the ad solicitor, and to make a real place for yourself in your town—while your hired help set and print the paper.

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO:
1100 South Wabash Ave.

MELBOURNE, SYDNEY, N.S.W., WELLINGTON, MEXICO CITY, } Parsons Trading Company

HAVANA: Francisco Arredondo

SAN FRANCISCO:
638-646 Sacramento St.

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK } Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany.

NEW ORLEANS:
332 Camp St.

TORONTO: { Canadian Linotype, Limited, 35 Lombard St.

BUENOS AIRES: Hoffmann & Stocker

RIO JANEIRO: Emile Lambert

TOKIO: Teijiro Kurosawa

THE MONOTYPE

is the Standard of Efficiency in all Departments of the Newspaper and Job Composing Room

Speed A weekly record of 7300 ems per hour on straight matter made by a Southern newspaper proves that you can get more product from the Monotype on straight matter than on any other machine.

Flexibility with the Monotype means handling all of the work in the composing room, straight matter, ads., catalogs and tabular work. 900 fonts of new and up-to-date faces in our matrix library makes you independent of the type foundry.

Quality is the password in all print-shops using Monotypes. Every type cast is as good as new foundry type,—a guarantee of clearness, legibility and perfect press work on every printed job.

Cost Monotype product costs less by comparison speed, flexibility and quality considered, than the product of any other kind of machine. A Monotype investment pays a cash dividend plus the satisfaction you get from doing something better than your competitor, and in being always able to meet any composing room emergency.

Lanston Monotype Machine Company

Philadelphia

Set in Monotype Series No. 21 and 97, and Monotype Borders

3500 Machines in Daily Use

The New Monotype Factory

THIS building now in course of construction, has ten times the floor space we required seven years ago. The popularity of the Monotype has increased even more rapidly than our demands for room in which to build more Monotypes. Today there are more than 3500 Monotypes in use all over the World on every kind of work and of all the Monotypes in use in the United States 38 out of every 100 have sold themselves to our satisfied customers on REPEAT ORDERS—*"Nothing succeeds like success."*

The Monotype

Sets Type, 5 point to 14 point, any measure up to 84 picas
Casts Type, Borders, Spaces and Quads

FOR the country newspaper the Monotype supplies all the type, 5 point to 36 point, besides handling the straight matter and ads quicker and cheaper than any other method. It is the only machine that puts the little printer in the big printer class. It takes the work as it comes, makes a good investment out of the composing room, because it can work all the time on live copy, or cast type, borders, spaces and quads for the cases.

Lanston Monotype Machine Company
Philadelphia

Set in Monotype Series No. 64 and No. 86, and Monotype Borders

SAVE THE COST OF SLIP-SHEETING BY USING SPEEDLIMIT BLACK INK

Beautiful results have been obtained, with general mixed form (of halftone and type on sheets 25x38—80-lb. Enameled Paper, stacked 5,000 high, without slip-sheeting. THIS SPEAKS WELL FOR SPEEDLIMIT BLACK INK.

MANUFACTURED BY

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO BOSTON PHILADELPHIA

ROCHESTER DETROIT

MINNEAPOLIS DALLAS KANSAS CITY

Bodoni

72 Point — 3 A $5.55 1 a $3.90 $9.45

Inspects GROUND

60 Point — 3 A $4.75 5 a $3.80 $8.55

Unique HOME Sought

48 Point — 5 A $3.90 8 a $3.70 $7.60

GRAND Painting Explained

42 Point — 5 A $3.30 8 a $3.00 $6.30

Exquisite Styles INTRODUCED

36 Point — 5 A $2.30 10 a $2.70 $5.00

PROCURED Large Property Interest

30 Point — 6 A $2.05 11 a $2.20 $4.25

ORIGINAL PRINTERS
Bright Compositor Paid

24 Point — 7 A $1.60 14 a $1.90 $3.50

RICH DESIGN PRODUCED
Charming Display Developed

18 Point — 11 A $1.50 22 a $1.80 $3.30

BODONI SERIES VERY STRIKING
Large Employment Agencies Formed

14 Point — 16 A $1.45 31 a $1.55 $3.00

HARMONIOUS TYPE DESIGNS PROCURED
Startling Reports Concerning Prominent Singer

12 Point — 18 A $1.30 35 a $1.45 $2.75

MUSICAL INCLINED GENTLEMEN
Received Congratulations from Critics
Extraordinary Results Easily Obtained
Bank Failed $1234567890 Large Profit

10 Point — 21 A $1.20 40 a $1.30 $2.50

IMPORTANT EXAMINATION STARTED
Bright Performer Exposed Strange Methods
Complicated Mechanical Drawing Explained
Special Officers Display Considerable Nerve

8 Point — 23 A $1.10 46 a $1.15 $2.25

ENTERTAINMENT DELIGHTED FOREIGNERS
Handsome Nobleman Proposed as Honorary Member
Many Prominent Lawyers Expected at Midnight Trial
Eminent Judge Reserves Decision in Celebrated Case

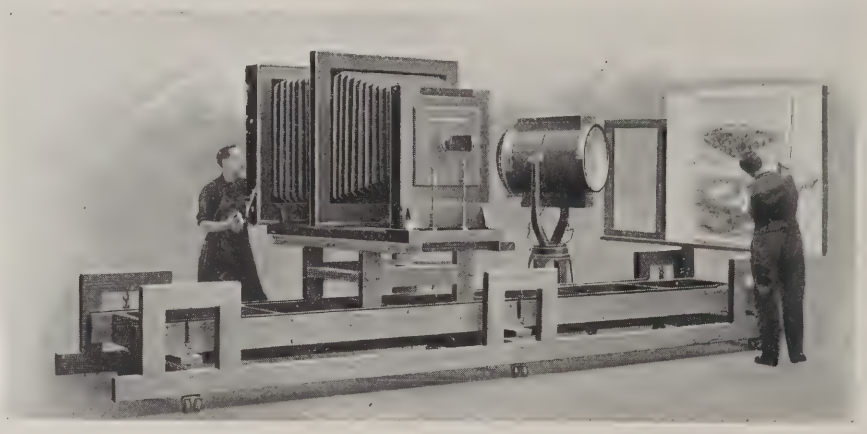
6 Point — 28 A $0.95 52 a $1.05 $2.00

GREAT RAILROADS CONSTRUCTED THROUGH CALIFORNIA
Big Conventions Returing South After Deciding Numerous Questions
Delegates Thoroughly Satisfied With Prosperous Conditions in General
Bankers Erecting Magnificent $1234567890 Buildings on Beautiful Sites

CAST BY THE

AMERICAN TYPE FOUNDERS COMPANY

LEADER IN TYPE FASHIONS



A PHOTOGRAPH of the new color camera and searchlight recently installed by Barnes-Crosby Company. The largest photographic equipment in America, designed for the production of two, three and four color process plates exclusively.

Barnes-Crosby Company also announces the enlargement of its Chicago institution by 10,000 additional square feet of floor space, thereby clinching its title as the largest and best equipped illustrating and engraving establishment in America.

Printers, who feel the necessity of an art and engraving department they can consider their own, may forward their orders to Barnes-Crosby Company with the knowledge that they are patronizing an engraving establishment—**not a rival printer.**

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate Makers

Complete Engraving Establishments:

Madison and Franklin Sts., Chicago **214 Chestnut St., St. Louis**

Branch Offices and Art Departments:

NEW YORK	TOLEDO	MEXICO CITY
MINNEAPOLIS	KANSAS CITY	DETROIT
ST. PAUL	MEMPHIS	ATLANTA
MOLINE	CINCINNATI	INDIANAPOLIS
CLEVELAND	MILWAUKEE	SAN ANTONIO

UNIFORMLY EXCELLENT

ULLMAN'S INKS

If wishes were horses

Anyone could make Inks.

The market for raw materials

Is open to all alike.

But Judgement, ability and knowledge

Based upon the experience and research

Of over 40 years

Cannot be bought at any price.

That's what you get plus,

When you

Buy Ullman's Inks.

SIGMUND ULLMAN CO

NEW YORK
PHILADELPHIA
CHICAGO
CLEVELAND
CINCINNATI

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President
CHAS. E. NEWTON, Vice-President
CHAS. BISPHAM LEVEY, Treasurer
WM. S. BATE, Secretary

NEW YORK, 59 Beekman St.
SAN FRANCISCO, 653 Battery St.
CHICAGO, 357 Dearborn St.
SEATTLE, 411 Occidental Ave.

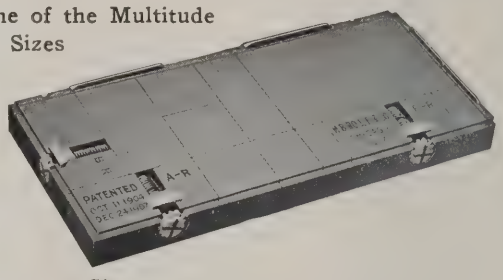
The

Rouse Universal Block

Solves the Block Problem

THE SIMPLEST AND BEST SCHEME KNOWN FOR MOUNTING PLATES

One of the Multitude of Sizes



Size of Page—25 x 55 Ems.

You can make up **eight pages** like this in **five minutes!**

ASTONISHING RANGE OF SIZES

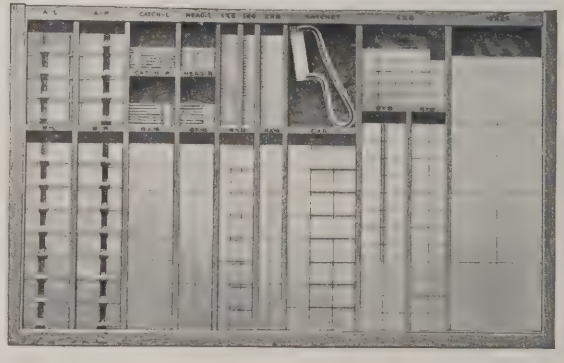
With a single set, costing only $55, you can make up eight pages into about **160 different sizes,** ranging from 17 x 25 up to and including 35 x 51 ems pica, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of two picas in either width or length, or both width and length.

BIG SAVING IN MAKE-READY, TOO!

The Hooks are extremely rapid, strongly made and simple in construction. The body is cast iron, the working parts steel. The jaw has a movement of five picas.

The Catches are made of brass and can not possibly work up on the press.

Bases of Iron. Point system—of course.



One Font Rouse Universal Blocks in Case (Cover removed)

Price, per set, including steel rachet and dust-proof Case that fits a printer's stand, only **$55.**

Don't waste any more time with out-of-date methods. Order at least one set to-day—**now.**

Sold by Dealers Everywhere

Made only by

H. B. ROUSE & CO.

2214-16 Ward Street, - CHICAGO

The Register Hook People.

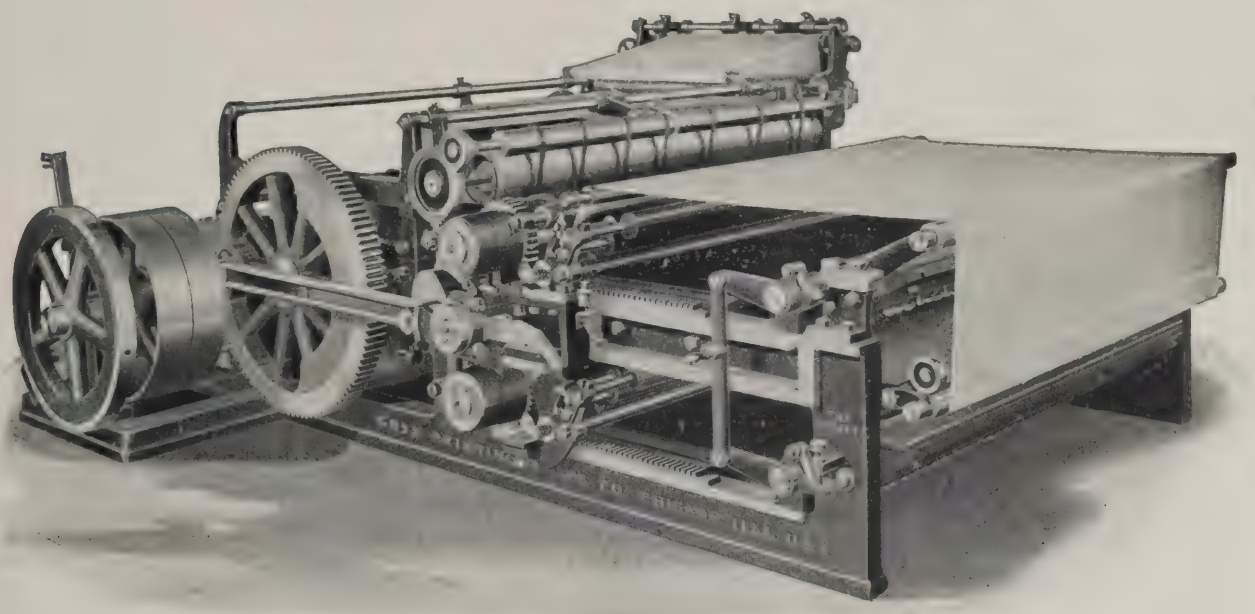
HALLEY'S COMET HAS COME AND GONE

But the GOSS "COMET" Press Has Come to Stay Forever

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS

THIS LITTLE PRESS WILL PRINT, PASTE AND FOLD FOUR, SIX OR EIGHT PAGES OF EITHER A SIX OR SEVEN COLUMN 13 "M" STANDARD SIZE NEWSPAPER



The "COMET" flat bed web perfecting press is the very latest accomplishment in newspaper machines for perfecting a four, six or eight page paper from type forms.

It is the most economical newspaper press on the market, and will save time, labor and money for the publisher, from the day of its installation.

It will save money because it takes less power to operate than any web perfecting press on the market.

It will save money on every paper it prints, as the cut of the web and reduced margins will make a continuous saving of white paper.

It will save money because there are less than half the composition rollers to maintain. All composition rollers are interchangeable, while the inking fountains are of the thumb screw variety (screws two inches apart).

It has double drive, angle bars for associating the webs, and practically a rotary tapeless folder.

The "COMET" will take up a floor space twelve feet square. It is four feet eight inches high, and will weigh sixteen thousand pounds, while a five horse power motor will be ample power.

Is this not an ECONOMICAL PROPOSITION?

PATENTED AND BUILT BY

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
Metropolitan Life B'ld'g.

16th Street and Ashland Avenue
CHICAGO, ILL.

LONDON OFFICE:
No. 92 Fleet Street
LONDON, - ENGLAND

TESTED, CONVENIENT, ECONOMIC

Labor, Time and Money Savers

The Mustang Mailer and Utility Lead Cutter

UTILITY LEAD CUTTER

STRONG, SIMPLE, ACCURATE

A strong, serviceable cutter for cutting leads and light brass rule. Positively the best cheap lead cutter in the market. Sold through dealers everywhere.

Absolutely guaranteed by the manufacturers.

THE MUSTANG MAILER

FOR ADDRESSING PURPOSES

A machine printing directly upon the paper or the wrapper—no pasting necessary. Can be operated by a boy; prints from 1,500 to 2,500 addresses per hour. A convenient, light and indispensable device. **It saves you Time, Money, Labor.**

PAVYER PTG. MACHINE WORKS

600-602-604 S. B'way, ST. LOUIS, MO.

THE THINGS WE DO

DRAWINGS of any description, and for every purpose, in PEN AND INK OR WASH. for LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR AD. DESIGNS.

MECHANICAL DRAWINGS FROM BLUE PRINTS OR PENCIL SKETCHES.

BIRDS-EYE VIEWS.

RETOUCHING PHOTOGRAPHS.

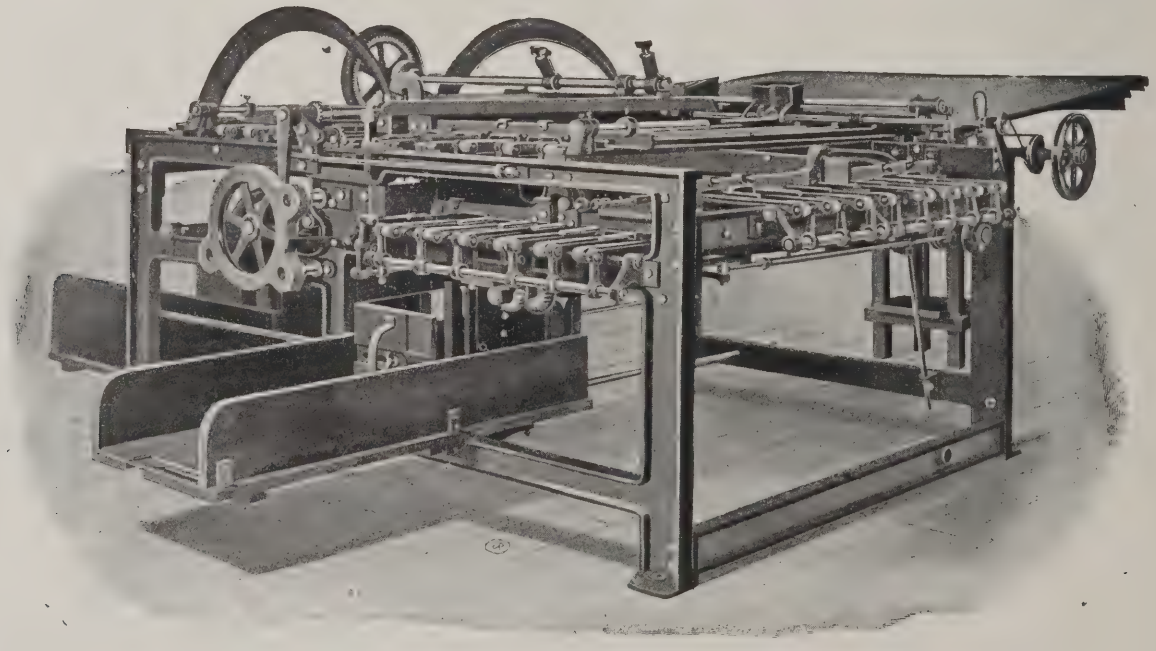
HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING, STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.

167 ADAMS STREET, CHICAGO.

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO

ERIE, PENNSYLVANIA

40

and

Still Doing Good Work

"THE WEEKLY RECORD"
New Madrid, Mo.

C. B. Cottrell & Sons Co.,
New York, N. Y.

Dear Sirs:—We are glad to make the following statement concerning the Cottrell Drum Cylinder Press. Our Press gives now, and always has given excellent service, when properly handled. It is 39 years old, and although several parts are worn and need replacing, the press is doing as good work as when new. It is simple and easy to repair. We cheerfully recommend the Cottrell Drum Cylinder Press, especially for the country newspaper. We are sending you under separate cover a copy of last week's "Record" printed on our press.

Yours truly,
W. H. Moore

November 22d, 1909

"GERMANTOWN GUIDE"
Germantown, Pa.

C. B. Cottrell & Sons Co.,
41 Park Row, New York

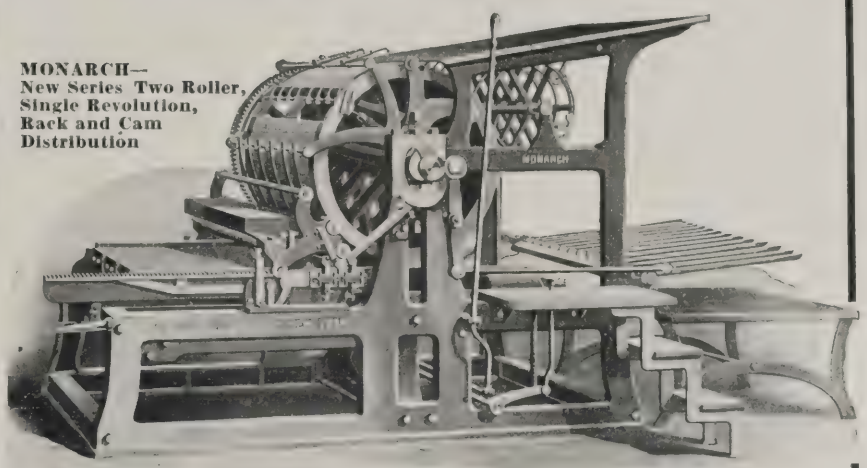
Gentlemen:—We send you herewith a copy of the "Guide" which is printed on a Cottrell Press purchased in 1870 from the old firm of McKellar, Smith & Jordan, and which has been in constant use ever since. It has done some of the finest work and is in good condition today. It affords me a great deal of pleasure to introduce callers to our "old and well tried friend, the Cottrell Press."

Yours truly,
The Germantown Guide

Years'

Continuous Service

MONARCH—
New Series Two Roller,
Single Revolution,
Rack and Cam
Distribution



Cottrell Single Revolution Press

A SERVICE OF 40 YEARS is not exceptional—it is to be expected from Cottrell Presses, because the design is right, the material best suited for the purpose, and the labor the best that can be obtained. That the Cottrell Single Revolution is the acknowledged leader in its field is proven by the number of users and the number who acknowledge its superiority. The letters on this page are taken from a special booklet and are only two of many. Better send for catalogue.

C. B. Cottrell & Sons Co.

25 Madison Square, N.
New York

MANUFACTURERS
Works: Westerly, R.I.

279 Dearborn St.
Chicago

KEYSTONE TYPE FOUNDRY

GENERAL SELLING AGENTS

Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco

"Globetypes"

Halftones and Electros From Halftones

The Best the World Has Ever Seen

The evidence of a 400-line **"Globetype"** (160,000 dots to the square inch) the halftone and electro printed on the same sheet for comparison, is yours for the asking.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

701-721 South Dearborn Street, - - CHICAGO

We make designs, drawings, halftones, zinc etchings, wood and wax engravings, copper, nickel and steel electrotypes—but we do no printing. Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a steel "GLOBETYPE."

TRADE MARK J P C REGISTERED

INSIST ON THE ANCHOR TRADE MARK
IF YOU WANT SATISFACTION
IN PRINTING INKS

Jaenecke's Printing Inks

ARE THE KIND THAT SATISFY

We make all kinds for all grades of printing. If you are not entirely satisfied with the appearance of your work, you will make no mistake in putting your ink problems up to us. A postal will bring specimen sheets

THE JAENECKE PRINTING INK COMPANY

Main Office and Factory

NEWARK, N. J.

NEW YORK CHICAGO PHILADELPHIA ST. LOUIS DETROIT PITTSBURG

¶ A BLACK INK of universal adaptability is the article long sought by the printer. WE HAVE IT. It is yours on your order, and is known as

Eneu Black

¶ This is *not* an argument, it *is* a plain statement of *fact*.

¶ We offer a BLACK INK which will produce the best possible results on book papers, machine finish papers and coated papers, giving the life and color required without drying on the press, but which ***will dry*** on the sheet in time to get off that RUSH JOB.

Chas. Eneu Johnson & Co.

THIS INSERT is printed with

Eneu Black

under regular printing conditions, without slip sheets, by a commercial printer.

Chas. Eneu Johnson & Co.

PHILADELPHIA
CHICAGO
CLEVELAND

SAN FRANCISCO
NEW YORK

ST. LOUIS
BALTIMORE
BOSTON

P. T. O.

TO GUARD AGAINST *the* POSSIBILITY *of* WEAR

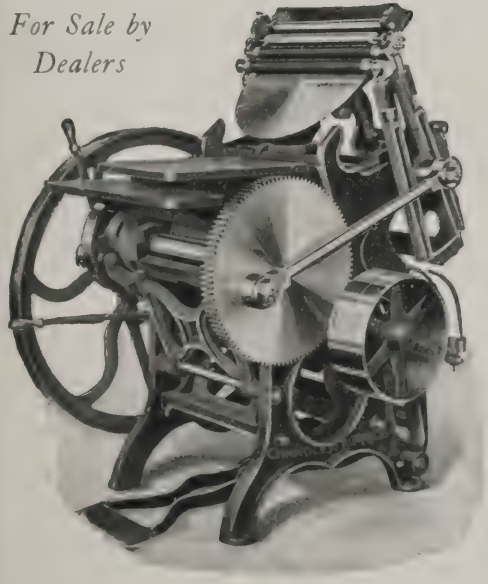
has always been one of the chief aims in the manufacture of the Chandler & Price Gordon Presses. The very best material and workmanship and a high standard in the construction ot every part have made them famous for their durability. It is carrying out this policy that an *important improvement* is being placed upon the

Chandler & Price Gordon Presses

consisting of a hardened steel segment which reinforces and prolongs the life of the Large Gear Cam Wheel (illustrated and described herewith).

Future purchasers of the Chandler & Price Gordon Press will receive the benefit of this improvement without additional expense, and this is only another indication of the manufacturers' desire to place on the market the best of all Platen Presses, at moderate cost.

For Sale by Dealers



THE illustration shows the hardened steel segment now being placed in the raceway of the large gear cam wheel.

Owing to the fact that the cam roller and stud running inside the raceway is hidden from view, and therefore often neglected when the press is being oiled, the roller sometimes, instead of revolving as it should, sticks to the stud and slides in the raceway, cutting out the wall of the cam and causing a disagreeable noise in the operation of the press. This may also develop a slight flutter in the platen.

To guard aginst this possibility of wear, the steel segment is now being placed in the gear wheel, the roller itself now receiving the wear in case it should stick and slide, and may be renewed at slight cost and inconvenience, as compared with the purchase of a new large gear cam wheel.

Presses in use having worn cams can be permanently repaired by purchasing a new large gear cam wheel with a hardened steel segment.

ASK FOR FURTHER PARTICULARS

THE CHANDLER & PRICE CO., Cleveland, O.

When *figuring on buying any Printing or Book Binding Machinery send for the*

"Big List" of Johnsonized Machinery

The Better Grades of Machinery Rebuilt to do the work of new machinery in many cases

Prices quoted on New Machinery of all makes
A very complete stock on hand at all times

Furnishing Complete Modern Outfits a Specialty
All Standard Goods in Stock for prompt shipment

A Complete Stock of

HANSEN Diamond Nick TYPE

Standard Line, Unit and Point Set, Copper Alloy
The Best Wearing Type

C. I. JOHNSON Mfg. Co.

The Firm of Practical Men

Saint Paul :: Minnesota

Northwestern Agents

EVANS' ATTACHED NEWSPAPER FOLDER

A New Scott Drum and Evans' Folder
attached, on our floors, for demonstrating. BETTER INVESTIGATE!

This ad set in Hansen Crawford Italic J.A.K.

The Miller Saw-Trimmer

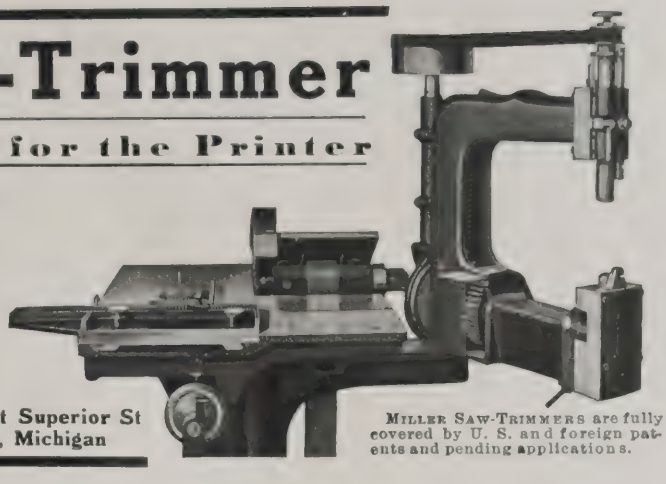
A Standardizing Machine for the Printer

It stands the wear and tear

16 hours a day
7 days per week
5 straight years
} Composing room record New York Journal

Saws and trims as accurately today as the day installed.
Easy to operate. Easy to buy. Easy to pay for.
Freight paid anywhere in U. S. A.

Miller Saw-Trimmer Co. 813 East Superior St Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

A Factor in the Problem of Cost Finding

You can not secure the full benefit of systematic cost finding until you put your house in order to produce your product on the most economical basis.

A large percentage of the cost of printing originates in the composing-room.

Rent is high or the investment is large if the building is not rented.

Modernized furniture will save 25 to 50 per cent in floor space.

Labor is wasted in using old equipment through the interference of workmen, traveling long distances for material or having the equipment inconveniently arranged.

Modernized furniture will save 10 to 25 per cent of composing-room labor.

This is not mere assertion on our part as manufacturers of modernized furniture. It is the results reported by leading concerns who have re-equipped their composing-rooms.

If you are interested in this vital question of cost reduction and cost finding, fill out the attached coupon and let an expert show you what can be accomplished in your composing room.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....
Street and No.....
City..... State.....
Have you a copy of "Composing-Room Economy?".....

Remember it will be up to us to show you possible results. Let us send you a copy of "Composing-room Economy," showing floor plans of thirty modernized offices.

Double the Capacity

THE RUMFORD PRESS

Concord, N. H., April 19, 1911.

The Hamilton Mfg. Co., Two Rivers, Wis.

Gentlemen,—I am glad to advise you that the installation of the new material in our composing-room has been very satisfactory. The result has been a great saving in floor space and a proportionate saving in the time of our workmen handling the work.

During the past winter we have practically doubled our output of work and this would have been impossible without the readjustment through your suggestions Had we attempted to continue with our old material, we should have had to either refuse the work or double our rental expense by taking extra floor space. All the furniture we have found as represented and we are well satisfied with the investment.

Very truly yours,
J. V. BRIDGE, Mgr.

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

OUR NEW CATALOG OF SPECIAL FURNITURE IS NOW READY

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

The Cleveland Will Cut Your Binding Costs

Thirty Days Trial

Will fold 50 per cent faster than any other folder

The Cleveland Folding Machine is the only Folder that does not use tapes, knives, cams, or changeable gears in folding.

Has range from 19 x 36 to 3 x 4 in. parallel. Perfect register,

Folds and delivers 4s, 6s, 8s, 10s, 12s, 14s and 16s, single or in gangs.

Also regular 4s, 8s and 16s, book folds, from sheets 19 x 25 down to where the last fold is not less than 2½ x 3 inches.

Makes Accordion—and a number of other—folds that cannot be made on any other folder.

INSTALLED ON THIRTY DAYS' TRIAL and on an unconditional guarantee of absolute satisfaction.

Write for a complete set of sample folds.

The Cleveland Folding Machine Co.
Cleveland, Ohio

A Live Wire Working List

Every Advertiser Is a Possible Customer for You

McKITTRICK'S DIRECTORY of ADVERTISERS, their ADVERTISING MANAGERS and ADVERTISING AGENTS for 1911 now ready for delivery

IT CONTAINS

List of 13,000 Prominent Advertisers of the United States

Correct Address of Each Advertiser
Business of Each Advertiser
Kind of Advertising Medium Used by Each
Name of the Man to see in Each Concern
Name of Managers of Printing Department
Name of Advertising Agency Placing the Business
List of 2,000 Trade Mark Articles
List of General Advertising Agents and Their Solicitors

The 1911 Edition contains the most complete and up-to-date data that has thus far been published. The monthly supplement is very important, it being intended to thoroughly cover the names of all new advertisers and changes that may from time to time occur.

The directory is in three divisions, as follows:

Entire Territory,	(United States) - -	$25.00	Including
Eastern "	(East of Pittsburg and Buffalo)	15.00	Monthly
Western "	(West of " " ")	15.00	Supplements

The leading Publishers, Printing and Lithographic Houses, Premium Manufacturers' etc., have used our service for years with excellent results.

GEO. McKITTRICK & CO.
PUBLISHERS

108 Fulton Street **NEW YORK CITY**

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

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A Worthy Newspaper Man's Ideals and Successful Career

WHAT MAKES A TRUE NEWSPAPER—GOLDEN RULES FOR A PUBLISHER.

WE have had occasion, at different times, to refer to Adolph Ochs and his views, and his most worthy, honorable and successful career. A new interest has been awakened by references made to the New York *Times*, and an estimate of Mr. Ochs, in a series of articles, contributed by Will Irwin in *Colliers*, to which Mr. Louis Wiley, Business Manager of the *Times*, has seen fit, by the way of explanation, enlightening facts and fair interpretations, to make reply, in *Collier's* of May 27th.

What Mr. Wiley has written, and quoted from Mr. Irwin, is so full of instruction as to the proper function and place of a newspaper, and what really constitutes a newspaper in the true sense, that we feel we cannot do better service to our readers than to reprint therefrom and, then, to add thereto quotations from an address made by Mr. Adolph Ochs, himself, at the convention of the National Editorial Association in St. Paul, July 15, 1891:

Mr. Wiley writes:

Mr. Ochs was almost born into the newspaper business. From his youth he has had to do with newspapers. He has never done anything else. In his case it was not choice, it was in the actual sense a calling, the call which he obeyed because he never heard and so never heeded any other. Commercial journalism, as the reader might assume, from Mr. Irwin's article, is newspaper management with the main eye to immediate profits—that is, that ideals, principles, convictions, shall not be allowed to stand in the way of gain. Mr. Ochs is not that kind of journalist. The New York *Times* is not that kind of a newspaper.

THE SUCCESSFUL NEWSPAPER.

What makes a newspaper great and in the highest sense successful? The foundation is plainly the confidence of its readers, the respect of the community to which it appeals. It comes of many renunciations, of withstanding the allurement of immediate advantage, of principles clearly formulated and unswervingly adhered to, of ideals religiously cherished and never abandoned. When a newspaper conforms to such principles, when it is guided by such ideals, when conviction goes every day into its making, and when brains are added, illuminating and vitalizing all these, the newspaper that is the fruit of this blending is by no sense to be characterized as commercial in so far as that term may imply that the highest ideals do not influence its course. These conditions by their nature mean absolute independence of any outside control or influence. If to such a newspaper come the rewards of great circulation, large volume of advertising, and substantial profit, as they have come to the *Times*, may not the student of journalism say that this reward has been earned because the journal is a newspaper of principles, of ideals, of convictions, of brains, and of intelligence?

When eleven years of age Mr. Ochs earned twenty-five cents a day as a newspaper carrier, and his hours of service were between 4 a. m. and the beginning of school. At fourteen he was the boy of all work—the "devil" in the Knoxville, Tennessee, *Chronicle* office; at fifteen he became a printer's cub, and for three years thereafter he was a typesetter, a prinrer's apprentice; then a reporter, graduating into a generally handy man in every department of a small city daily newspaper. So here we have a trained newspaper maker of practical experience, familiar with every detail of the technique of his profession, immersed in and saturated with printer's ink. Safeguarded by the loving care of parents from the pitfalls that beset boys earning their own living, reared in an attractive home where family ties were a pride, this unusually well-equipped man, when twenty years of age, by a chain of almost romantic circumstances, without capital, secured control of an inconsequential, moribund four-page daily newspaper (now the Chattanooga, Tennesse, *Times*, of which he has been the sole owner for thirty-three years), and at that time combined the duties of editorial direction, news gathering, advertising scliciting, advertising management,

and was the foreman of composing-room. The total gross revenue of the business at that time would not have provided sufficient funds to secure the services of a better equipped man for any one of these departments. On this foundation rests the newspaper career of Mr. Ochs.

Inquire of the hundreds who during the last third of a century have been associated with Mr. Ochs in newspaper making; ask them what ideals inspired him and his staff in the conduct of his newspapers. They will, without exception, agree that Mr. Ochs's success with what Mr. Irwin describes as a "sound product honestly distributed" gave them renewed faith in the possibilities of clean, honest, fearless journalism.

Those who have been intimately associated with Mr. Ochs in his work realize that he has maintained the highest ideals of journalism, because he honestly believes in these ideals. His conceptions of a newspaper, as exemplified by the conduct of the New York *Times,* is that it should promote good citizenship, be informative, and accurately report the events of the day and the opinions of the best authorities on all subjects of general interest.

What higher standard can there be of patriotism and ethics in journalism than advocating good government; the best man for public office; law and order; the rights of rich and poor; caution and conservatism in legislation; encouragement to art, science, and philosophy, and aid to benevolence and philanthropy? What is there in this of commercialism in the popular acceptance of the word? If this is business, let us have more business in journalism.

Let me betray some of the confidences of the *Times* office and illustrate the distinction there drawn between business and commercialism. I shall endeavor to show how far wrong Mr. Irwin is in characterizing the New York *Times* as a "commercial publication."

Mr. Irwin himself refers to the exceptionally high standard of the New York *Times* in its exclusion of all objectionable, fraudulent, or offensive advertisements. He does not know that the *Times* has rejected advertisements accepted by newspapers that assume what he terms "the professional attitude."

The entire municipal advertising of New York City, amounting to $150,000 per annum, was declined when the offer implied indirect influence over the independence of the newspaper.

The Board of Aldermen voted $33,000 to the *Times,* and a similar sum to other New York newspapers, to print the official canvass of an election result. The *Times* refused the advertising on the ground that it was an improper and extravagant expenditure, and said so editorially. The Board of Aldermen promptly reconsidered its action.

The *Times* has been deprived of hundreds of thousands of dollars of legitimate advertising which it might have received had it even so much as leaned in the direction of what is generally termed commercial journalism.

Out of regard for its own dignity, the *Times* declined the offer of a campaign committee to circulate one million copies of an issue which contained an editorial unexpectedly pleasing to that committee. An offer by a political committee to circulate twenty thousand copies daily for three months was also declined.

WILEY ON MUCKRAKING.

The *Times* rejected the demand of the book publishers to exclude the cut-rate offers of the department stores from the advertising columns of the *Times,* and in consequence forfeited the book advertisements for a time.

The course of the *Times* upon every question is solely from the point of view of public interest. At no time has the request of any one interfered with the proper and timely presentation of news and opinions.

Mr. Irwin's specific charge is that the *Times* "does not go out of its way, as it might, to expose the filthy corners of a city which piles up considerable dirt now and then. It opposes special privilege in its editorial page, but special privilege might ride roughshod over New York for all the notce it would take in the news."

Mr. Irwin's charge is not clear to understand, unless he means that the *Times* does not undertake unofficial investigations. The *Times* is not a detective bureau or prosecuting attorney. It, however, is always glad to support the efforts of fearless public officials. It never misleads or deceives its readers. The *Times* does not make news. It prints it and comments on it fairly and fearlessly.

May I submit these extracts from Mr. Irwin's article to demonstrate that the New York *Times* practises the highest ethics of journalism?

"The New York *Times* comes nearest of any newspaper in New York to presenting a truthful daily picture of life in New York and the world at large.—It is unhampered by association and influence.—Its news is a sound product with few shoddy threads.—The *Times*—most likely—to give an accurate report.—The *Times* has fewer towers of silence.—It dares—to tell the truth—it does not halve (its) ethics, either; recognizes that clean advertising columns are as much the business of an honest newspaper as clean news, believing in—telling the news truthfully and giving intelligent direction to the opinions of (its) readers.—Were (the *Times*) rule the universal law of journalism, we should have soberer and straighter thinking people, doubtless."

This is an accurate and just estimate. Is not this a clear definition of the highest standards of journalism?"

Mr. Och's address at St. Paul, just twenty-one years ago, was on the subject, "The Interior Daily," and the following extracts, on the requirements of a publisher, not only show that, while still the publisher of an interior daily at Chattanooga, he had a broad and just view of the calling and was well settled in sound, ethical and business principles, that have been his guide throughout his wonderfully useful and successful career:

SOME GOLDEN RULES OF NEWSPAPER MAKING.

"Before undertaking to publish a daily newspaper, a publisher should be sanguine that the opportunity of his life is just open before him. The occupation should be pleasant, and he should be determined to devote his whole time to the business, and find it interesting and pleasant to do so. He should be prepared to give eighteen hours, each day, of earnest application to his vocation, and be interested in nothing that would take any of his thoughts or his time from the business.

"He should be free of any financial entanglements; if in debt for the original purchase of his office, the terms should be so arranged that they do not become

an embarrassment early in the adventure; he should be under no personal obligations to any one who may seek to sway the paper from pursuing a fearless, honest course in the discussion of all public questions in the treatment of men, measures or incidents.

"He should be loyal to all the best interests of his constiuents, identified with progressive movements and ideas, and not afraid to change his views when he finds that he is in the wrong.

"He should be subservient to no man or interest; and, while aggressive and outspoken, always courteous and respectful to those with whom he differs; mindful ever of the fact that all people are not of the same opinion.

"He should impress on everyone that his paper is always just and fair, and especially so to those who differ with it.

"He should never lose sight of the fact that assumed position of censorship of men and measures requires that he should take criticism with good grace, and not be 'thin-skinned' when misrepresented, vilified, or base motives are attributed to him. A newspaper man who is honest and fearless cannot be injured in the estimation of his people by abuse and calumny."

"ON TO BOSTON."

The largest assemblage of advertising men ever gathered together anywhere will meet in Boston August 1 to 4.

The seventh annual convention of the Associated Advertising Clubs of Amerca will be addressed by men foremost in the advertising work and by some of the most noted men in our national life. The governors of several states and the mayors of many cities have signified their intention to attend.

The general sessions of the convention will deal with the subject of advertising broadly—they will advertise advertising, and put it on a higher plane than ever before. There will be departmental meetings, which will have addresses and discussions on various branches of the work. The subject of one of these meetings will be "Business Literature" (printing, engraving, etc.). Mr. F. E. Johnston is chairman and this meeting will be of vital interest to every man interested in the subject of good printing.

The Pilgram Publicity Association, a Boston club of nearly 500 members, will be the host of the convention. Plans for entertainment include special luncheons, a "shore" dinner, an ocean excursion, a golf tournament and an automobile trip along the picturesque North Shore to Beverly, where President Taft will greet the advertising men.

CONGRATULATIONS ON "CONTINUED GROWTH AND IMPROVEMENT."

Fergus Falls, Minn., June 9, 1911.

National Printer-Journalist, Chicaog, Ill.

Gentlemen:—Find enclosed check for $2.00, to pay ahead for the N. P.-J. I shall be glad to receive the "pocket rule case" that your offer received today maks for this prepayment.

Thanking you for same, and congratulating you on the continued growth and improvement of the magazine, I am,

Cordially yours, H. M. Wheelock.

A Remarkable Advertisement

AND THE SUCCESS THAT MADE THE ADVERTISEMENT POSSIBLE: THREE ESSENTIALS NECESSARY TO WIN.

THE Louisville,, Kentucky, *Herald,* of May 31st, devoted a special section of sixteen pages to one establishment. The edition was designed and executed by the *Herald's* Advertising Department. Every page was filled with well displayed matter, and the manager of the Advertising Department is pretty safe in his belief that this breaks the world's record for such an advertisement. The first page of this sixteen page, single firm, advertising section, shows the founder of the establishment, standing in the midst of his goods and supporting on one hand and arm the great five-story building devoted to the business, and on the other the lighting and heating plant of one of his Companies, while the reading at the top, in great reverse, or white letters, on black panel, reads: "The *Herald's* Record of the Geo. G. Fetter Companies' Achievements, The Man Who Does Things." It will be noticed that there is more than one Company, though the main business is that which deals in printing and stationery, including all kinds of devices and supplies from pens and pencils to "Neostyles," from paper fasteners to desks, from ice to heating and lighting, with side lines in machinery, engines, appliances and electric motors. Scattered, as reading matter on several of the pages, are interviews with Mr. George G. Fetter, telling, in an instructive and interesting manner, how success was attained in the different lines. Here is the way in which the great printing, binding and office supply establishment, now with one hundred and twenty-five employes, $200,000 capital and occupying 75,000 feet of floor space, was started, and how it grew and why, as related in some of the interviews:—

"In 1883," said Mr. Potter, "I started my business with exactly $500, most of which went for the equipment of a small printing shop. I had no resources other than my own good health and willingness to work, and, for a long while, I had to plug like everything to get the business on a paying basis. Fortunately, I had a good many friends who helped me, and by dint of perseverance and keeping the splendid example of that other printerman, Ben Franklin, before me, I got the business on its feet and it began to grow.

"I believe that there are three things which are essential to the success of anyone. They are industry, integrity and pluck. Given an average amount of ability, and adding these three things, I believe that success is assured. Great intellect is not necessary. I have done faithfully well in my work, and I am far form being an intellectual giant. Good horse-sense, the every-day intelligence that knows how to handle the every-day problems that are developing in the work of everybody, is the thing that counts.

"Every fellow must work. The shirker has no chance in the business struggle today. Hard licks

must be put in, and the work honestly done is bound to get its reward. Fair play is another essential. The old-fashioned virtue of business integrity is just as needful as it ever was, or perhaps one might almost say it is needed more now than ever. Now and then some one thinks that he can 'put something over' and getaway with it; but the time always comes when he can't move, and when his crooked dealings have tied his hands.

SQUARE DEAL BRINGS SUCCESS.

"I have always tried to act in such a way that I was free to speak out at any time, and could tell every fact about every transaction without fear of the consequences. I have been in some pretty hard fights, and that is one of the principal reasons why I have come through on top in a good many of them.

"Pluck counts, too. The fellow of imagination, who sees possibilities and is aggressive enough to take hold of them, will win success while his neighbor is pondering over whether to take the chance or not. Aggression is needed; attention has to be attracted by breaking away from the oldway and doing things a little bit bettetr and a little differently from the way they have been done before. People like a fighter, and the man who is fighting for his share of business in the right way is pretty sures to get it."

While business men, by old tradition, are judged devoid of sentiment, imagination or love for the heroic or poetic, Mr. Fetter, in the course of one of his interviews, quoted the following lines from Scott's "Marmion," as illustrating his ideas as to the spirit necessary for success in this modern world of business and great attainment,—

"The stubborn spearsmen still made good
Their dark, impenetrable wood,
Each stepping where his comrade stood,
The instant that he fell;
No thought was there of dastard flight—
Linked in the serried phalanx tight,
Groom fought like noble, squire like knight,

CHARACTERISTIC OF THE MAN.

The spirit of aggressive never-say-die and go-ahead which is embodied in these lines is really characteric-tic of Mr. Fetter. He has fought every inch of the way up and has achieved a success of which any man could be proud.

OKLAHOMA EDITORS TO HAVE A $10,000 PRESS HOME.

In 1884, we advocated an editorial resort, along educational and social lines, for Minnesota editors and at the same time proposed schools or departments of journalistic instruction in colleges and, in 1886, enlarged on the same ideas and advocted, besides, a National School of Journalism, under the direction of the National Editorial Association. The Minnesota Editorial Association endorsed the plan of a newspaper resort and articles of incorporation were drawn and submitted by a committee appointed for the purpose. The National Editorial Association endorsed the idea of newspaper training and great advances have been made.

Missouri and other States have taken steps looking to newspaper resorts. The National Editorial Association incorporated, through a committee, such a resort in Florida, and was given a hotel and three hundred acres of land for the purpose, at Interlachen, Florida, but continued frosts, in that region of the State, destroyed the orange and other tropical fruit trees on which the success of the enterprise depended, and the hotel burned down, and the project was given up, the property deeded back to the donors and every cent, put into the enterprise by members of the N. E. A. in the shape of subscriptions to stock, repaid. These ideas, however, have not died out in the several States but, so far as we are informed, it now seems that the new and enterprising State of Oklahoma is to be first in definite accomplishment by its press, along the line of an editorial resort, as indicated by the following news item sent out from Lawton, Oklahoma, under date of May 22nd:—

"By unanimous vote, taken at Medicine Park yesterday afternoon, the Oklahoma Press Association decided to accept the proposition of the owners of the Wichita mountain resort, offering a free site and to erect a permament club house there which will cost probably $10,000. The site offered faces the largest of the Medicine Park lakes and lies at the foot of Mt. Scott, the highest peak between the Rocky and Allegheny mountains.

"The action of the Oklahoma editors followed a trip from Chickasha, where the state convention was held. They came by special train which the Frisco line tendered free. One hundred and eighty-five came, including the wives of many. They arrived in Lawton at 9:30 yesterday morning. Seventy-five automobiles, furnished by the Lawton Chamber of Commerce and the Comanche County Press Association, carried the visitors to the park, making the drive by way of Fort Sill, where the First field artillery band gave a short concert. In the Medicine Park lunch rooms a picnic dinner was served.

"For an hour before lunch and an hour after the visitors swam in the clear water of the park lake or rowed on its surface. The drive on the return was made in time for the special to leave Lawton at 3 o'clock yesterday afternoon, all except those who go west returning to Chickasha.

"The plan for the erection of the home is to sell stock to the newspaper men, payable in transferable certificates for advertising, which will be sold by the association to buyers of space. President Horace Shepard, in explaining the proposition, expressed the belief that every editor in the State would take a $50 block of stock, it being arranged so that the advertising could be sold for use at any time during the year. This would insure an ample fund for an attractive club house equipped with an auditorium of sufficient capacity for holding state meetings.

"The editors making up the excursion expressed surprise that Oklahoma possessed a spot so favored by nature as is Mecidine Park and declared the trip the most successful finale ever pulled off at a state convention. The meeting as a whole is declared to have ben ethe most successful one held since statehood."

"A VERY VALUABLE ASSET."

Office of the Wimbledon News.

June 8, 1911.

National Printer-Journalist, Chicaog, Ill.

Gentlemen:—Please find enclosed check for my subscription to your valuable Journal.

The National Printer-Journalist is a very valuable asset to any printing office and we would find it hard to get along without it. Fraternally yours,

J. O. Carter.

EDITORIAL NOTES AND POINTS

MR. CARL CROW, former managing editor of the Fort Worth, Texas, *Star-Telegram*, has accepted a position on the Shanghai, *Daily News*, the first American daily paper in the Orient. He won success as an editor and is noted as a popular magazine correspondent. His newspaper friends, prior to his departure, tendered him a banquet at Houston, Texas, on May 30th. The affair, which was presided over by Colonel Marcellus Foster of the Houston *Chronicle*, took the form of a gridiron feast, and the fun waxed fast and furious until the time for Mr. Crow's train to depart. The "Gridiron" seems to be spreading from Washington and growing in popularity among newspaper people who, while they have largely ceased scathing each other in their papers, immensely enjoy the sport of showing up individual characteristics, idiosyncricies, doings, perplexities and contretempts, in good natured, gridiron grillings. Mr. Crow's position is to be Pekin correspondent of the Shanghai *Daily News*.

* * *

In speaking of the welcome to be given to the Democratic Editorial Association in that city, the Laporte, Indiana, *Herald*, by way of enforcing upon its readers the importance of the editorial visit, gave the following view of the important functions of the newspaper press:—

"Public opinion governs the earth—forms governments, places and displaces dynasties, makes and unmakes constitutions; and what has the power to create and mould public opinion more than has the press? Fortunately, it is almost always on the side of right. There is a sort of instinct about the newspaper business—the editorial profession—which gives one a ready insight into what the people need or want. The newspaper furnishes the mightiest engine for the promulgation of truth that exists today. Neither pulpit nor platform can compete with it. They depend on the people coming to them; the newspaper goes direct to the people, searches after them, finds them. The preacher *often* speaks to sparsely-filled seats. The orator thunders to hundreds—even thousands, who may listen indifferently, and hear imperfectly, and be distracted by late-comers or other interruptions, but the same ones who were present in hall, or tent, or park, will sit in the quietude of home ,as doubtless many will today with the governor's afternoon address, and pore over it, and ponder over it, and evolve truths which previously they had no idea existed there."

Our friend of the *Herald*, in what he says, only repeats in substance and sentiment, the well considered words and expressions of business men, bankers, educators, physicians, bishops, leading clergymen, statesmen, mayors, governors, congressmen and United States Senators, that have been spoken to and heard by members of the National Editorial Association in every part of this great Republic, and it is well for members of the calling to give the same candid consideration. The opportunities of the press for service cannot be overstated, and, as a matter of duty as well as of worthy success or attainment and fulfilling of public expectations, it is profitable for every newspaper worker to have continually before him the fullest possible view of the public's anticipations and reasonable demands, growing out of the everywhere recognized opportunities, on all occasions and under every circumstance, for promotion, betterment and uplift, all the time.

It is told of a prominent lawyer that when asked his opinion of a sermon by a young minister, he replied: "Had I a student who, in trying a case, showed such lack of interest, spirit and earnestness, and want of care and preparation in his efforts, I would kick him out of my office." Failures in the newspaper calling, as well as in th ministry and law and other callings, come largely from a lack of interest, of fire, force and effort, because of a lack of a full realization of obligation, of opportunity, of what is needed and wanted, and of a determination, inspiration and zeal to measure up to the highest standard possible, to one who is filled with all human sympathy and a longing for highest service. There must be knowledge and methods, but, above all, is the appreciation of the higher possibilities and duties, of a useful, noble, unselfish servce that brings highest satisfaction and, as does the best work of a truly great artist, also brings, in the end, the highest and most permanent rewards, and most worthy and lasting consideration and fame. A man who is awake, full of zeal, with his whole soul and heart in his work, will accomplish wonders in the newspaper calling, wherever he may be in his work.

Be a live wire in this calling, or else get out and go to work loading pig iron.

* * *

It takes brains, enterprise, indomitable energy, daring, push and dash to make a modern, up-to-date newspaper. On May 20, 1910, the *Knickerbocker Press,* of Albany, New York, came under the present management, and on May 21, 1911, the paper celebrated the rounding out of the first year by telling the story of accomplishment, and, also by printing words of congratulation and approval contributed by patrons and friends. The paper had high standing and made good progress under the genial, well known and highly esteemed John H. Farrell, and his associates, Myron H. Rooker and James Macfarlane, all of whom have passed away, but it remained to the past year to be shown what could be accomplished by the paper with the wise application of the forces or agencies that we have enumerated. An adjoining building was purchased and the two buildings thrown into one, remodeled, refurnished, and equipped; new type, cabinets, linotype machines, an engraving plant, a great new newspaper press—capable of turning out, all complete, folded, and counted, 35,000 sixteen-page papers an hour—were added, and a model sterotyping plant was installed. Everything in a mechanical way—even to automobiles for delivering the papers to newsdealers—was brought up to date, and the highest and most complete standard. Though absolutely necessary thereto, the mechanical equipment is not all that is necessary to a great newspaper and the new management fully realized this fact from the start and tell, in the following words, how provision was made to supply the material for the great product, only possible to be produced through the adequate mechanical appliances:—

THE PARAMOUNT ISSUE.

"But while the mechanical and business departments of a great newspaper are of the utmost importance, the actual making of the paper—the gathering of the news at home and abroad, the presentation of it in attractive form, the editorial comments on the events of the times, and the picturing by means of half-tone illustrations from photograps of whatever is of sufficient interest to the public—is the paramount issue. It might well be said that if you make your newspaper indispensable to the reading public the business end will take care of itself. It is probably true that few readers of *The Knickerbocker Press* have a comprehensive idea of the work that is necessary to put a complete newspaper on their breakfast tables. In addition to the labor involved in gathering the facts in the first place and preparing the copy for the printers, the editors of the various departments must exercise quick and unerring judgment in the handling of the news.

"The facilities of *The Knickerbocker Press* for obtaining the news of the world each day are unexcelled by any other newspaper. All the news sources of the metropolis are open to *The Knickerbocker Press.* This newspaper has an Associated Press franchise. The Associated Press is the greatest news gathering organization in the world. Besides its bureaus in every city of consequence on this continent, it has correspondents specially detailed to the great news centers of Europe, Asia, Africa and Australia. The wires of the Associated Press reach to every inhabited portion of the earth.

"In addition to the Associated Press, *The Knickerbocker Press* has recently completed arrangements with the New York *Times* for an additional, or supplementary, wire, cable, and special feature service, which includes a wireless. The special correspondents of the *Times* who are stationed in Mexico, for instance, are also the special correspondents for *The Knickerbocker Press,* and are at the command of this newspaper. In the City of Mexico there is Stephen Bonsal, one of the most widely known war correspondents. Men of equal reputation are scattered about in cities near the Mexican frontier and are in constant and direct wire communication with the offices of *The Knickerbocker Press.* All of the special writers for the magazine supplement of the New York *Times* are also contributors to the columns of this newspaper.

"Besides the Associated Press and the New York *Times* wire and cable services, *The Knickerbocker Press* has its own special correspondents in every city within its field in the one hundred and fifty mile radius about Albany.

"It has been the aim of this newspaper not only to print the news, but to illustrate it. Equipped with a modern engraving plant, this newspaper is able to present each morning pictures that are of timely interest. Besides local photographers, *The Knickerbocker Press* has available for its use the photographs of events in all parts of the world made by such noted collectors of news pictures as the New York *Times,* the American Press Association, Underwood and Underwood, and George Grantham Bain.

"These facts are given merely for the purpose of impressing upon our readers the fact that no effort or expense is being spared to make *The Knickerbocker Press* the best newspaper that money and industry can produce for Albany and its vicinity. In addition to all the news of Greater Albany, *The Knickerbocker Press* prints all the news of the world.

NO PAINS SPARED.

"After the city editor and his assistants and the telegraph editor go carefully over the copy and eliminate all objectionable features, correct the grammar when necessary, the stories are sent to the composing room, where the foreman takes charge of them and gives them out to the linotype operators to be put into

type. As fast as the articles are set up the type is placed on a proof press and a proof taken on a strip of paper. This proof, with the copy, is sent to the proofreader and a copyholder who follows the copy as the reader goes over the proof for typographical errors in order to make sure that nothing has been left out of or added to the article. The marked proof is then sent back to the composing room and the corrections are made. Then a revise is taken and sent back to the proofreader. No pains are spared to have the articles appear in the paper without errors. When at last the type has been pronounced "O K," the news editor instructs the foreman what articles to place on the various pages and the latter and his assstants make up the pages by placing the columns of type in steel frames the size of the page, where they are firmly sesured. These 'forms,' as they are called, are placed on iron topped tables on small wheels and sent down on the elevator to the stereotyping department, where the plates for the press are made as described above. When all the plates are ready they are locked onto the cylinders of the press, the pressman presses a button and the printed papers come in a rapid stream. The circulation manager then takes charge and with a large corps of workers apportions the number wanted by each newsdealer, sees that they are promptly dispatched and that the carriers who have routes are sent on their way. When the subscriber comes down to breakfast an hour or two later he finds *The Knickerbocker Press* at his door. The early morning trains carry the papers to out of town subscribers and as soon as they are off the press they are rushed to the depot in *The Knickerbocker* automobile.

A HIVE OF INDUSTRY.

"This in brief is the process of getting out an up-to-date morning newspaper, but there are a thousand and one duties constantly devolving on both editors and reporters that are not down on the program, and in addition to the handling of the news there is the writing of editorials, the placing of the illustrations and the editing of special matter. The magazine sections of the Sunday paper require much work, both in the way of special writing and in editing. There is no busier hive of industry than a first-class newspaper office in full swing.

"One year is not a long time, but in that period the present management of *The Knickerbocker Press* has inaugurated an era in local journalism that has astonished and gratified this community."

* * *

Why not fully recognize the opportunities of the newspaper calling and its ever-widening demands and possibilities? That way lies attainment and satisfaction.

There is something more than service to others in newspaper work. There is development and growth for one's self and a fitting one for other duties. John J. Duffey, in writing under the caption, "Newspaper Good Training," in the "Workers' Magazine" section of the Chicago *Sunday Tribune* of June 11th, quotes Dr. Maurice Francis Egan, U. S. Minister to Copenhagen, as saying:—

"Always it has been my contention that newspaper work is the best training in the world for men who expect to go into business or the broader walks of life.

"No other profession gives a man such a broad view of life. He is able to look at things from an angle unobtainable by any one else, and despite the wide range he has to cover, I find at the same time a mastery of detail.

"There's a reason for it, too. A good newspaper man knows his subject before he writes about it. He has little time to spend in studying it; he must have the ability to get to the real situation without spending hours on it. Unconsciously, he trains himself to grasp the details and remember them.

"And when you remember this, you won't be in such a hurry to criticise newspapers when they get things wrong. Think of the columns and columns where their information is right and accurate."

The truth of all this, by whomsoever stated, becomes evident on slight investigation, and it is good for newspaper workers and for all who are preparing to enter the calling, as well as for all others, to understand and realize the same. Thereby new inspiration is given for good work, an encouragement to fitness, to effort and to greater thoroughness on the part of workers, and a better understanding and appreciation by reaaders of newspapers and all others.

* * *

The conductors of newspapers often complain of the amount of work demanded,—of the unceasing, increasing grind,—but in the light of all history and human philosophy, this constant demand for exertion is what makes strong men. Mr. Adolph Ochs in his address at St. Paul—quoted elsewhere in this issue—said that the editor and publisher of an interior daily should be prepared to devote eighteen hours a day, without complaining and with joyousness, to his calling. He so worked and has gloriously attained, standing, in the very prime of life, through his own exertions, at the head of the greatest daily paper in the United States. Love of ease or idleness is the greatest curse of the newspaper profession today, as it is of law and the ministry. Dr. Frank Crane, in a recent article on "Work the Most Ancient Gospel."—printed in this same magazine supplement of the Chicago *Tribune*—gives the following, among other quotations appropriate to the thoughts under consideration:—

"Plutarch, the Italian, poet: .'Fatigue is the stuff from which virtue and nobleness are made; if you are afraid of the first one, you do not value the last two. Idleness feeds lust, renders the body fat and the mind heavy, obfuscates genius, takes away knowledge, extinguishes memory, and gives birth to insanity.'

"Vauvenargues gives another of the laws of the

spirit, one that each of us has often proved: 'Idleness tires us much more quickly than work.'

"The same writer points out sharply the important truth that our feelings grow strong and firm by exercise precisely as our muscles: 'Sterility of feeling follows its lack of use.' And there's a flash of wit in this subtle remark of his, and a sting also: 'It is the idle who are always wanting "somethiing to do."'

Let every newspaper worker then rejoice in the fact that his calliing is a calling that compels to constant exertions, along lines that develop human sympathies, increase knowledge, tend to the broadening of judgment and of wisdom. to give mental and moral strength, understanding and fitness for all the great undertakings of life.

* * *

"Half of greatness is grit. When intelligence is backed up by the determination not to back down, the only thing under the sun that is impossible is something that cannot be imagined."—*Herbert Kaufman.*

* * *

There is no one thing that a newspaper should more religiously avoid than political graft and the same may be said as well of the job printing office. The printer and the editor serve the whole community and all its members and are always in the public eye. As a matter of good business policy aside from morality and good citizenship, they should keep themselves above suspicion and set a worthy example. The editor who sells the influence of his paper for public graft is a sinner above all others and unwise from every standpoint of good business discretion. The newspaper holds a retainer from every one of its subscribers to deal honestly with all matters pertaining to government, and as to public officials, who are employed, supported and paid by his clients, all the citizens and taxpayers, for honest service. The graft-taking editor is the same kind of a villain and traitor as is the advocate or lawyer, who takes pay from the opposite side to betray his own clients' interests. While in Washington, recently, we were told of a low kind of grafting, said to be carried on by a few members of Congress. It was stated that certain members have a way of supplying their homes and private home offices with rugs and typewriters, largely at the Government's expense. Uncle Sam has built elegant office buildings for members of the House and members of the Senate, and not only provides each member with an elegant suite of rooms, for an office, free, but furnishes these rooms with desks, chairs, rugs, a typewriter, and so on. The trick is, after a rug or desired piece of furniture or typewriting machine has been used for a few weeks, to have the same condemned, buy it in at one-tenth or less of its real value, and send home, while the Government furnishes a new $140 rug or $100 typewriting machine for the member's use. We were told, years ago, by an honest postmaster, a veteran of the Army, of having been approached by representatives of type machine companies, and the manufacturers of other supplies, with requests to send in requisitions to the Government for articles which he did not need or want, with the statement that the cost would be nothing to him, arrangements having been made with the postal officials, and he might just as well have them. We thought this a very mean kind of dealing and was glad that our old soldier friend spurned the request with a proper spirit of contempt, but if the more recent story be true, as to some members of Congress, how can anything different be expected in the various subordinate Government departments. As disgraceful as are these and other like practices, the offense of the newspaper man, who enters into an arrangement to rob city, state or National Government, is still more to be condemned; he not only robs but he betrays his people and puts himself in a position to make it impossible to do his duty by them or effective to carry on his calling as an honest dispenser of news. The foregoing thoughts were brought out by an editorial in the Louisville, Ky., *Herald* of May 31st, entitled, "Printing, Politics and Perquisites," in which are the following paragraphs:

"A careful reading of the testimony now being given in the Globe Printing Company case will furnish a liberal education in the methods of certain types of politicians and the predatory camp followers who cling to their skirts." * * *

"The conditions disclosed are a valuable commentary on certain phases of politics in this State that ought to be wiped out. The people of Kentucky will probably be given an opportunity to wipe out at the next election, and the *Herald* hopes they will undertake the task with zest and efficiency."

There are no "Perquisites" coming to a newspaper man from politicians that do not involve the betrayal of a sacred trust, besides theft, corruption of officials, and bribery.

PROPOSED CHANGE IN GOVERNMENT PRINTING REGULATIONS.

Honorable Reed Smoot, Utah, Chairman of the Senate Committee on Printing, introduced last session a bill which prohibits the officers of the Government having printing done in private offices, except by special Act of Congress or upon Indian Reservations. The bill was not acted upon.

June 1, 1911, Senator Smoot introduced a similar bill, S. No. 2564, and section 77, page 102, contains the same provisions. The bill not only prohibits printed matter being purchased, but also many other articles which are now being supplied by contract with the several departments.

There are many firms throughout the country furnishing printing, binding, loose-leaf ledgers and sheets for same, who will be affected if this bill passes.

All such should address Byron S. Adams, Chairman Trade Abuse Committee, 512 11th St. N. W., Washington, D. C., stating articles furnished, and giving such information and advice as will enable the committee to handle the question intelligently.—Contributor.

Handling Newspaper Circulation

How one of the most Successful Dailies of the Middle West Covers Its Field, through an Organized System of Circulation Men and Carriers—Knowledge of Subscribers—Doing Things for the Newsboys—Outings, Amusements, Christmas Presents, Care, Kindly Interest and Friendship in Health; Care and Helpfulness in Sickness; Remembrance, and Sympathy with Parents and Friends in Death, Above All Else, thorough Organization with Rules that Bring Efficiency, Permanency and Success.

ONE of the most thoroughly valuable papers presented at the Thirteenth Annual Convention of the International Circulation Managers' Association, June 13, 14 and 15, —briefly summarized as to proceedings elsewhere in this issue,—was by J. M. Schmid, Manager of the Circulation of the Indianapolis *News*,—a paper that has always been noted for the strength of its circulation. His theme was, "City Carrier Service," but the system which he set forth and explained, and the thoughts given and views advanced contain very much of great value to every daily, in any city whether large or small. We give this address and the facts as to the organization, maintained by the Indianapolis *News*, practically in full and advise careful, thoughtful, thorough study and consideration of the same by all newspaper publishers and circulators or circulation managers:

There is no branch of circulation as important to the publisher of a newspaper as Home Circulation.

The successful advertiser in placing his contracts will invariably choose the medium which has the largest and best Home Delivered Circulation.

If a newspaper commands the patronage of the local advertiser, it will very shortly also command the business of the foreign advertiser.

The successful Circulation Manager has long since realized this, and naturally has directed his efforts to city circulation first. Having devised a system which is as near perfect as possible for the city, he is not satisfied with an inferior service in the country. If there are any hard or unusual propostions arising in circulation work, they will invariably arise in the city, where they are usually worked out immediately to the best advantage. The lessons taught from these experiences help greatly in applying the proper remedies to similar cases in the country.

With the knowledge that city circulation is a governing factor in the circulation department of any newspaper, it is but natural for the circulation manager to apply the best methods to obtain a system which will insure a perfect City Carrier Service, the nucleus of a large Home Circulation.

Having had experience in cities where newspapers know absolutely nothing or very little about their subscribers, and in cities where newspapers know all their subscribers, I beliieve that I can discuss the merits of both systems without prejudice.

Between the two systems, the latter, in my opinion, is the best, and naturally I am in favor of such a system in cities where it can be applied.

The Indianapolis *News* is probably the only newspaper in a metropolitan city, where the name of every subscriber is on file. The list, although not accurately kept from day to day, is checked and verified at regular intervals throughout the year, so that it is as nearly complete as is obtainable, considering that the *News* does not own its city circulation. Years ago it gave its 1,200 or more routes to carriers, who make all the profit, but who are constantly under the control of that paper, through a system which is unique and at the same time very effective.

In order to maintain its organization, and to prevent any encroachment thereon by its competitors, the *News* organized The News Association of Carriers. No boy can become the owner of a *News* route unless he becomes a member of this Association. Every applicant for membership must agree in writing to obey the rules and regulations of the Association, and must give bond. It is the only way in which he can become a member.

Indianapolis has an approximate population of 250,000. The city is divided by us into fifteen districts, in each of which we have a circulation man who has full control of his territory. In addition to these districts, we have what is known as the Central District, wherein our street men and newsboys control.

Indianapoliis covers an area of about eight miles square, and we have thirty-two sub-stations located conveniently throughout the city, eighteen of which are managed by dealers on a 10 per cent commission basis.

Fourteen of our largest sub-stations are operated by our district men, enabling us to save the 10 per cent commission, counterbalanced in part by a small expenditure for rents, heat, light, telephone and janitor service, which amounts to only 16 per cent of the commission, a saving of 84 per cent, which in dollars and cents, will pay the salaries of ten district men, at an average of $20 per week each. These men take care of our business in the best possible manner, much better than a news dealer, who has "other irons in the fire." Under the previous arrangement, when our business was handled by agents on a commission basis, six to eight district men were sufficient. Under our present system we obtain the services of eighteen men instead of eight at approximately the same expense.

We spend several thousand dollars every year in entertaining our newsboys and carriers; we have a big summer outing or picnic, giving our boys all the privileges at one of our big amusement resorts, including lunch and refreshments. Every Christmas we give each carrier an order for $1.00, good at the store of any advertiser of the *News*. This plan serves a double purpose, we spend our money with our advertisers, at the same time giving our carriers the benefit.

We do many little things which make us strong with our newsboys and their parents. When a boy is ill, our district man makes it his business to visit him; if his financial circumstances require it, he is furnished with good things to eat and with flowers. In case of the death of any of our boys, the *News* is represented at the funeral by the district man or other

member of the Ciirculation Department, and the paper invariably sends a floral tribute.

We have a Newsboys' Band of fifty pieces, and second band of forty pieces. Our band is in great demand. It is made up entirelyof newsboys and carriers, and is operated at an expense of approximately $3,500 per year. Our band plays at Lawn Fetes and Church Socials, etc., for charitable purposes and for public enterprises.

We have 1,200 carriers in the ciity who own their own routes. They are not restricted to any certain territory, and we are not compelled to depend upon sub-station managers, whose interest in our paper is only to the extent of the commission paid him.

All points within a radius of 25 to 30 miles from Indianapolis are handled in a similar manner, and are called upon by our eighteen district men twice a week, therefore we get all we are entieled to and very little gets away.

We have practically 60,000 circulation within 20 miles of Indianapolis out of a total of 98,000 net.

We have made no canvass of the city cince 1905, although during that period we increased our circulation about 28,000, which demonstrates the fact that circulation can be secured in Indianapoliis without the aid of paid solicitors. We depend chiefly upon the merits of our paper to secure and maintain our circulation. We acknowledge, although not egotistically, that the *News* is one of the best newspaprs published in the United States, and when our agents and carriers solicit for new business, they don't experience a great deal of trouble in inducing people to subscribe.

We have very little competition in the city, which also probably accounts for our splendid organization and large circulation. We go into 97 per cent of the homes iin Indianapolis.

We have tried various circulation schemes, the best of which has been worked repeatedly during the past two years. A resume of this scheme was printed in the *Bulletin* of April, 1909.

In order to make it clear to the members of this Association how the *News* handles its City Circulation, I present here an abstract of the Rules and Regulations governing its Association of Carriers. We have found by experience in Indianapolis, that these rules can be enforced, and are considered fair and reasonable by all concerned. They follow:

The Organization.

Name. This Association is organized and conducted by the Circulation Department of The Indianapolis News and shall be known as The Indianapolis News Association of Carriers.

Object. The object of this Association is to promotc the circulation of The Indianapolis News, to teach its members self-government and brotherhood, to encourage industry, thrift and economy; to promote honest methods in business dealings and to familiarize them with the little courtesies that make better men; to teach them their duty to themselves and to society and to develop character and the spirit of progressive citizenship.

Membership. Any boy or girl eight years of age or over, regardless of color, religion or nationality who will abide by the rules and regulations of the Association as herinafter set forth is eligible to membership.

Record Number. Every member of the Association will be given a record number, which number he will keep as long as he is a member of the Association in good standing, providing, however, that he carries four (4) or more copies of The Indianapolis News to regular subscribers daily.

Reporting Time. Every carrier must report at his Substitution for his supply of papers not later than 4 o'clock p. m. daily and at such other times as may be designated by the Circulation Department of The Indianapolis News from time to time, which changes are governed by the time of going to press. Boys who persist in reporting late will be expelled.

Bulletin Boards. Every Station shall be supplied with a bulletin board for posting notices to carriers. All "stop" orders and "complaints" will be posted on the bulletin board. Every carrier must watch the bulletins for such notices and if any order so posted refers to his subscriber he must immediately notify the Station Manager. Any carrier who fails to acknowledge any "stop" or "complaint" order and is later found to be the negligent carrier will not only lose the subscriber in question, but is liable to be expelled from the Association.

Carrier Slips. Every carrier must fill out a "carrier slip" each day, showing the numbe of papers bought that day and also the number bought the day previous. The name and address of every person who "stops" or the reason for stopping, and the name and address of every "new" subscriber must be distinctly written and correctly given. Addresses alone or names alone will not be sufficient. The initials of subscribers must also be given in each case. No excuse will be accepted from any carrier for failure to comply with this rule.

Payment of Papers. Credit will not be extended to carriers under any circumstances. Cash must be paid for all copies of The Indianapolis News at the regular wholesale price, 1 cent per copy for the regular Editions and ½ cent per copy for Baseball Edition unless otherwise ordered. Boys who fail to pay for their papers will not be supplied. For the convenience of carriers money will be accepted in advance for several days' supply of papers and a careful record will be kept of such payment and proer credit given. The Substation Manager or District Man has no authority whatsoever to suspend this rule.

Supplying Papers to Carriers. Each Substation Manager will supply his carriers in the order in which they fill out their carrier slip and pay for papers, except in cases where carriers deliver "dead head" copies to individuals, or packages to news stands, in which event such boys should be given the preference. Carriers should not be supplied under any circumstances according to the number of papers they carry, the older carriers who have large routes should. not be given the preference over smaller boys who carry only a small number of papers. To facilitate the distribution to carriers, they should form in line and be supplied in rotation. Substation Managers must use their own discretion to bring about this result, as quite frequently conditions are not alike at all Stations throughout the city.

Counting Papers. Every carrier must count his papers before he leaves the Station. All papers given him in excess of the amount paid for must be returned. No claim for "shortages" will be allowed unless claim is made before carrier leaves the Station. Soiled or mutilated papers should be returned to the Station Manager and should under no circumstances be delivered to the subscriber.

Delivery to Subscribers. Carriers must not loaf around the Station after they have been supplied with papers, but must begin delivery to their subscribers at once. Playing along the route or "killing time" in any other manner will not be permitted. Every carrier in the city, no matter how many papers he carries or the ground he covers,

should have every copy of The News delivered by 5:30 p. m., and as much earlier as possible. Papers should not be rolled or folded, but in every instance should be delivered flat. Papers should be placed where they will be safe in windy and stormy weather. Extra precaution should be used to prevent papers from being stolen. Careless delivery of papers on porches and lawns will cause many complaints and the probable loss of routes to carriers. The subscriber should be consulted in nearly every case as to the place where paper is to be left. On "rainy days" papers should be protected as much as possible, by being placed under the door mat so that they can be easily found, behind screen doors, or, better still, delivered into the hands of subscribers. If this work is done right it will delay carriers slightly, but the greater satisfaction given subscribers will counterbalance the delay.

Deportment at Stations. Under no circumstances will carriers be allowed to sit on the counter, spit on the floor, smoke or chew, scuffle, act in a boisterous manner, mutilate the premises or commit any nuisance in or around the Station. The playing on lawns of residents in the neighborhood of the Station will not be permitted. Deportment in general at the station must be as good as it would be in a schoolroom, and violators of this rule will be unceremoniously expelled.

New Business. Every carrier should devote his spare time in soliciting for new business on his route. His efforts should be confined to as small a territory as is practicable to insure prompt delivery and collections. Jumping from one street to another is discouraged. The larger the number of subscribers in limited territory, the better. New subscribers received by carriers from the Station Manager must be given careful attention. Delivery should be made on the day the order is given. In each case the carrier should call on the subscriber to ascertain the place of delivery of The News and to have the subscriber sign his "leave order," showing the proper delivery of the first copy. Should the subscriber not be found at home the signature of the servant will be accepted. If the house is closed signature should be secured on "leave order" as soon as possible after the paper is started. Carriers who neglect to show proper delivery of the first copy by securing signature of subscriber to the "leave order" without sufficient excuse will be severely repremimanded with the possible penalty of not being given new subscribers in the future. Carriers must not allow papers to be delivered by some one else for convenience; they must attend to such work in person or through a substitute or helper.

Buying and Selling Routes. No carrier is allowed to buy or sell subscribers from another carrier without having first consulted the Station Manager. His permission must be obtained first under penalty of expulsion.

Helpers and Substitutes. It is suggested that every boy who carries more than 50 papers employ a helper. This is necessary on account of the bulk of the paper on Fridays and Saturdays and to facilitate the delivery. Every such helper, if employed regularly, must be recorded at the Station. He will be provided with a record number, the same as the carrier employing him, being distinguished, however, from the regular carrier by the letter "A, B, C." after the record number, as the case might be. For example—Should carrier No. 36 employ two helpers, one of these carriers will be known as No. 36-A, and the other shall be known as No. 36-B, and so on, according to the numbers of helpers employed. No helper or substitute will be recognized at the Station, nor share in any privileges of this Association at any time unless he is recorded at the Station in the proper manner. Every carrier shall appoint a substitute who will delivre his route in the absence of himself, such substitute to be governed by the same rules and regulations as regular carriers. Every carrier will be held responsible for his substitute and any violations by such substitutes may cause the regular to lose his route, the same as if said violation was committed by the regular carrier himself.

Vacations. Should any carrier desire to take a vacation he must first secure the permission of the Station Manager in order to retain his route, and a substitute must be appointed who will abide by all the rules and regulations of the Association. The News shall not be expected to report any violations by the substitute to the regular carrier while absent from the city. The Station Manager reserves the right to take charge of the route if the substitute fails to give proper service and will turn the business over to such other carriers as he may see fit to appoint in order to protect the interests of The Indianapolis News and no compensation will be allowed the regular carrier under any circumstances unless such route was disposed of for a consideration, in which event he will be paid the amount, received less the amount paid out for the expense incurred in taking care of the route during his absence.

Collections. The price of The Indianapolis News to subscribers is 10 cents per week, unless otherwise ordered. Collections at that rate should be made from subscribers at regular intervals, preferably once every week. When subscribers do not care to pay that often, collections should be made at their convenience, but not at greater intervals than every four weeks. Carriers are expected to pay for their papers daily and should not extend credit for a protracted period. If subscribers refuse to pay promtply, the News should be discontinued. A reason in each case should be given on the carrier's slip as to why the paper is stopped. Collections should be made as near as possible on the same day of the week; Saturday morning is considered to be the best time to make collections. Each carrier should keep a route book, in which an accurate account should be kept and subsribers should be urged to use regular collection cards as furnished by the Indianapolis News for receipts, such cards to be punched each time a collection is made. Frequently subscribers do not care to bother with receipt cards, in which case the carrier should use every precaution and care to keep the account straight, in order to avoid disputes. The Indianapolis News is not responsible for any sums lost by carriers from subscribers, through removals, disputes or for any other reason. The Station Manager will help carriers to straighten out disputed accounts whenever it is possible, but will not make a practice to assist carriers to collect. Every carrier stands on his "own bottom" and is expected to keep his accounts straight.

Trust Funds Accounts. Trust Fund accounts are subscription accounts paid in advance at the main office of the News by regular subscribers, who do not want to be annoyed by carriers who make too frequent collections. Such people want to pay annually or semi-annually for convenience. Payments by subscribers in this way are held in trust for the carrier and may be collected at the News office every four weeks, the same as if collections were made from the subscriber direct.

Quite frequently subscribers pay a few weeks in advance, in which event notice is sent to the carrier to call at his Substation or the News' main office for amount received. Subscribers often call at the News' office to order their paper stopped, and pay what they owe. Such pay-

ments are accepted and turned over to the broper carrier.

Whenever carriers are notified that collections are to be made at the News office, they must not annoy such subscribers by calling upon them to collect. The amount due will be paid out of the subscribers' account at the News' office, carrier giving proper receipt.

Complaints. Whenever a subscriber complains of irregular, late, or the non-delivery of the News a "complaint slip" will be sent to the Substation, a copy of which is retained at our office, a copy is sent to the carrier and a third copy to the Station Manager. All complaints will be posted on the bulletin boad. The boy delivering such subscription must acknowledge the order and give it his immediate attention. The Station Manager will verify such order by calling on the subscriber to ascertain what action has been taken by the carrier and if no improvement is made in the delivery, such subscriber will be turned over to another carrier. Too many complaints of similar nature will cause the expulsion of carrier from the Association. Always ascertain the grievance the subscriber may have and remedy such matters at once. Whenever a paper is stopped on account of non-payment the subscriber should be notified of its discontinuance. Never sell copies of the News on the street to transients unless you have extra copies. Subscribers' copies should in no case be sold and the subscriber missed. It may cause you to lose such subscriber permanently and possibly your route.

Stops. Whenever a subscriber stops taking the News, either through an order to the carrier direct or through the main office, it should be stopped according to instruction. All orders from the main office will be posted on the bulletin board the same as "complaints" and carriers must give such orders their prompt attention under penalty of losing pay for the papers left after order was issued to stop it. The reason subscribers give for stopping should be given on the carrier slip each day so that the Station Manager may investigate, and the main office of the News may be fully informed from time to time as to the cause. Quite frequently the management is able to apply a remedy, especially when there are complaints as to the policy of the paper, its contents, delivery, or anything that might involve the retention of such persons as subscribers.

Missed Papers. Whenever a carrier fails to deliver the News to a regular subscriber and it is found necessary for the main office to make such delivery later, the regular carrier will be assessed the amount paid for a special messenger. The News will not undertake to make deliveries of this kind except when absolutely necessary.

The News will always advise subscribers over the 'phone to deduct from their subscription payment, for missed papers, therefore, it behooves the carrier to be careful and see that his papers are delivered regularly. Every carrier should be in the business for profit, and should avoid losses through carelessness.

Subscribers' Names and Addresses. At the discretion of the Indianapolis News a complete list of subscribers must be furnished by the carrier. Such list must be filled out completely and accurately in ink, giving the name and address of every subscriber and as near as possible the order in which papers are delivered. In flat buildings or tenement houses the number of the flat or floor must be given. The names and addresses must be furnished complete. Any boy failing to comply with this rule after proper notice has been served will be expelled.

General Instructions. It must be positively understood by carriers that they have no interest in the list of subscribers on their route—that they only act as distributors for the Indianapolis News and that their compensation for such service is limited to the profit growing out of the difference between what they pay for their papers and the amount collected from the Indianapolis News' subscribers. Subscribers sold by one carrier to another with the consent of the Indianapolis News are to be transferred only under this condition. Any carrier wishing to give up his route and stop acting as carrier for the Indianapolis News must give the Station Manager at least ten (10) days' notice and deliver all lists and names of subscribers together with their addresses and full instructions as to places of delivery of the Indianapolis News before he stops regular delivery. Said lists and other information are to be turned over to any authorized representative of the News or to his (carrier's) successor, who must first be approved of by the Station Manager.

No member of this Association will be allowed to deliver copies of any other daily newspaper published in Indianapolis or have any interest in any route owned by any such other newspaper or carrier thereof. Carriers must buy all their papers at their regular supply station, and will not be allowed to buy papers at any other place, unless extra copies are required enroute to complete delivery to all regular subscribers.

Carriers are not allowed to distribute circulars, or other advertising matter in any form, with copies of the News without authority from the Manager of Circulation, Business Manager or General Manager. No other person has the authority to order the distribution of such matter, by carriers. There is but one exception to this rule and that refers to notices or other printed matter put out by the News in connection with its own business.

Rules and Regulations for District Men.

1.—You are expected to report promptly for regular duty according to the hours prescribed by the management from time to time and for extra duty whenever it is necessary in the opinion of your superiors. You are furthermore expected to keep in touch with headquarters by telephone at frequent intervals during the day and not leave your work for the day without first reporting "off duty."

2.—You are expected to appear for duty neatly dressed, commensurate with your means; keep yourself clean shaven and free from the odor of "tough old" pipes and cigarettes.

3.—No smoking is allowed while on duty. Tobacco in any form is objectionable and should be avoided. Your duty brings you in contact with many ladies and your business should be transacted as a gentleman. Be brief and polite.

4.—You are expected to furnish bond for the honest and faithful performance of your duties in such sum as may be required.

5.—Our business must be transacted thoroughly and must be held strictly confidential. Reports, criticisms and suggestions are to be made only to your superiors. Discussions with other employes or outsiders as to the policy of the News should be avoided.

6.—Do not criticise or find fault with your competitor. Every knock is a boost. Argue only in behalf of your own paper and not against the other. The public quickly forms its own opinion of the "other fellow" when your superior qualities are presented. Avoid talking on subjects you know nothing about. Do not exaggerate or magnify facts. Stick to the truth—it will serve your purpose best.

7.—Do not be afraid to ask questions—there is no man who knows it all. Do not be afraid of being critised or

reprimanded for making mistakes. You will learn to avoid them thereafter. If you blundered, admit it—not not cover it up or try to blame some one else.

8.—Do not labor under the impression that your path may be strewn with roses, your progress made a grand triumphal march, that you will be received everywhere with acclamations of joy and that readers of every age and degree will bow before you in humble supplication. You will be sorely disappointed in your "dreams."

9.—Your Manager can give general instructions and support, but the execution of the work beyond this, is something for which you are responsible.

10.—Your merit is measured before leaving the office to become thoroughly informed of everything relating to your work. You should feel that upon yourself alone depends the work of preparation. Many men go out on their trips half ready, having relied upon some one else to supply them with ideas.

12.—A man who is continually making mistakes, causes both his paper and himself an endless amount of trouble. Once out in your district you absolutely "stand on your own bottom." You must be in a position to act independently, promptly and correctly.

13.—Your genius is displayed by the excellence of your work—not by sitting around mourning over what might have been. In this day and age no man is restricted to the employment of one method of accomplishing things. You are surrounded by an exhaustless ocean of ideas. You have only to draw as you need, unhindered, limited only by your power of diligence. Some men never have "ideas" of their own for advancing business. They can usually "tell" when the other fellow is wrong but can not find or suggest a practical remedy. The ideas that employers want are the practical ideas that show results. A man who will take time to do a little real "thinking" and planning will produce better results than the man who works like an automaton.

14.—When a man enters the employ of a newspaper it is expected that he will make all honorable efforts to secure business, and that he will earnestly endeavor to advance the interests of his paper by the use of his intelligence.

15.—Never start out until you know all about what you are to do. If the Manager does not tell you everything, make it your business to find out some way.

16.—If you have ideas that you wish to submit, put them in paper so that they can be understood, and await developments. If every suggestion you make is not accepted do not get ruffled. If one "idea" in ten goes through, it's above the average—try again.

17.—Never blame another man for your ignorance; never apologize or explain when you fail to do certain things; explanations do not bring circulation. Never take it for granted that we understand your orders written "any old way."

18.—Always take time to read all circulars, letters and bulletins. An hour taken up in this way means ten hours gained when you get started.

19.—There are one hundred thousand ways of getting circulation of which we know, but there are one million ways yet to be discovered. Do not be afraid of losing your job; the very fear of it will lessen your ability and then YOU WILL lose it. There is always work and tools to work with for those who will.

Have Faith in Yourself.

20.—If you are not succeeding well in canvassing, be careful not to show it in appearance or words. You must always create the impression that your business is booming, whether it is or not, for if people see that you are not succeeding, they will attribute it to lack of merit in your paper or want of energy on your part. There are dull periods in every business and you must expect them. But you wil find upon investigation that your "dull days" are due principally to lack of faith and enthusiasm on your part. You generally accomplish what you think you can and if you will go to work every day believing that you can succeed, success will be sure to come. If one person does not order the paper, there are others who will, so you can afford to hold up your head and feel that you are bound to do well. Never get discouraged, because persons tell you that people in any particular neighborhood are "not a reading people." You will frequently meet with the best success in communities where total failure has been predicted by persons who thought they knew.

21.—No matter how much experience you have had, don't fail to study The News thoroughly each day. District men often fail just because they are over-confident and are not willing to qualify themselves. You must remember that strangers know nothing, or very little about The News, and they of course, may not take to it. The person never lived who wanted to take a paper before somebody interested him in it. Nothing will make people want to take our paper quicker than your description of it, and you must be so familiar with it yourself that you can describe it in such a manner as to create an interest in the minds of others. Your experience as you progress will give you new ideas and you must use them in the most effective manner.

22.—Adhere strictly to your instructions. In the absence of instructions in any matter whatsoever, follow the dictates of your best judgment. Your entire time must be devoted to the interest of The News while you are in our employ.

23.—Read the rules and regulations prescribed for The News' Association of Carriers; they have been adopted after careful consideration and should govern in all cases where your work is involved.

24.—You are expected to visit all the news stands in your territory at least once every week, and all substations at least twice a week.

25.—You are held responsible for the circulation, collections and general results in your territory, and consequently have the authority to conduct the business in your own way as long as it does not conflict with our rules or the general policy of the paper.

26.—If you conduct one of our substations, you are expected to report there not later than 3 p. m. and remain until you are released at night through the main office: 5:30 p. m. is the time you are to report "off duty" excepting during the Baseball Season, or other special occasions requiring your presence later than that hour.

27.—Collections of all news stands and substations are to be made every Tuesday, unless otherwise ordered. No credit is to be allowed on any bill for something you know nothing about; balances should not be allowed to accumulate, and all unsold papers must be taken up. You have no authority to leave "Returns" with any dealer after having credited them to his account.

28.—No smoking is allowed in the office between October 1st and April 15th. No smoking will be allowed at meetings of district men at any time during the year, or at substations during office hours.

29.—Our own substations must be kept clean and in a sanitary condition. Our janitor is expected to look after matters of this kind, but every assistance should be rendered by you and your carriers to make his work as light as possible. No alterations to substation building or fix-

tures are to be made, supplies purchased or other expenses incurred, without authority from your superior.

30.—You are held responsible for all papers sent to your Station, and credit is not to be extended to carriers or newsboys. Advance payments made by carriers must not be kept in your possession, but must be turned into the office, to be held in trust for such carriers from day to day. You are expected to see that all our rules in reference to carriers are obeyed as far as your territory and station are concerned.

31.—You are expected to carry a copy of these rules and regulations with you at all times and study them thoroughly.

32.—All changes in these rules will be announced in bulletins which you will keep for reference.

33.—Read this every night before going to bed: Have you done all you could do to increase The News' business? Is your conscience clear on your day's work? Do you feel at all doubtful of what you have done ,or what you have left undone? Is the work you did that day in the best possible condition?

If you have done your best, neglected nothing that you could do, it's a guarantee that your work will be satisfactory to The News.

THE INDIANAPOLIS NEWS.
John M. Schmid, Manager Circulation.

SOUTHERN MEMBERS OF THE ASSOCIATED PRESS IN SESSION.

On May 23d, at Memphis, Tenn., a meeting was opened of the Southern, Mississippi and Texas circuits of the Associated Press, at the Hotel Gayoso for a two-days' conference, not alone notable on account of the interest in the meetings, but because of the further fact that the attendance was the largest of any since the adoption of the semi-annual meeting plan at the Atlanta conference two years ago.

Practically all the larger papers of the South and the territory in the Texas circuit were represented.

The meetings wee interesting in view of the consideration of means by which the public might be better served and more news procured. After a few minor criticisms of the service, resolutions were unanimously adopted, commending Paul Cowles, superintendent of the division, on the admirable service he has rendered.

The two sessions of the first day were given entirely to discussion of the service and a "get together" spirit was manifest. In the evening a dinner was tendered by the Commercial Appeal, at which Gen. Luke E. Wright and Judge C. N. Burch, in addition to representatives of the press, were guests.

Much to the regret of the members of the Associated Press and the directors, Melville E. Stone, general manager of the Associated Press, was not present. He had expected to attend and only at the last moment did he find himself unable to leave New York. He wired his regrets and directed Mr. Cowles to act as his personal representative.

Daniel D. Moore of the New Orleans Times-Democrat, was made chairman of the meeting, and F. P. Glass of the Montgomery Advertiser and Birmingham News, secretary.

John A. Fox of the National Rivers and Harbors Congress, addressed the meeting and made a strong appeal for the co-operation of the press in furthering the waterways of the nation. He was given an ovation at the conclusion of his speech of fifteen minutes, in which he made new converts to his cause.

He cited the fact that the appropriation of the government to the maintenance of waterways in small sums was not more than sufficient to keep up repairs, and that no great forward movement in reclaiming streams could be made until sufficient appropriation was made. In his opinion, an appropriation of $8,000,000 annually for ten years would solve the problem. He advocated a broader view of the newspapers, that they take a national position, and in that way, he said, the greatest individual results would come to pass.

He called attention to the 29,000 miles of undeveloped waterways of the United States and the vast amount of freight revenue to be saved by their development. He pointed out to the newspaper men that the question was one of the greatest economical importance and worthy of their profoundest consideration. He urged that each begin the agitation of the waterways development and see that their representatives in Congress were duly and rightly influenced.

Among the speakers at a dinner given by the Commercial Appeal on Thursday evening, May 23rd, was Col. Thomas G. Rapier of the New Orleans Picayune, perhaps the oldest man in attendance, whom everyone knows and who still has a lively interest in the work. He said in his earnest address, "As you newspaper men go along recording the evils and misfortunes of life, try to inject something that will help and elevate humanity. This is a thought I would like to leave with you."

WISCONSIN PRESS ASSOCIATION

Office of the President.

STANLEY, WIS., June 19, 1911.

The annual meeting of the Wisconsin Press Association will consist of a combined meeting and outing on board the *S. S. Arizona,* of the Goodrich Transist Company. Members of the Association are requested to meet at Milwaukee on the evening of July 8, 1911, from whence the Arizona will leave the Goodrich dock at ten o'clock P. M.

The usual program of business and entertainment will be carried out at sessions of the Association held in the cabin of the *Arizona* during a delightful three-day trip from Milwaukee to the Soo and return. The return to Milwaukee will be made in the evening of Tuesday, July 11th. The trip will be the most delightful of that character imaginable, including stops at the Soo, one of the most interesting spots in America. Also at Mackinaw Island and a delightful daylight cruise along the shores of picturesque Green Bay. The trip is so scheduled that all interesting points may be seen by daylight, either going or on the return trip.

Fraternally yours,
W. H. BRIDGMAN, President.

"INCREASED INTEREST SHOWN MORE THAN PAYS."

OFFICE OF THE KENSETT NEWS.
KENSETT, IOWA, June 12, 1911.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—In your June number Mr. Copper has given us a friendly criticism and reproduced the front page of the *News.* Wish you would send us the plate (Exhibit 8) and half-dozen extra copies of June N. P.-J.—and bill us for same. Or, if you prefer, let us know the amount and we will send check. Think we can use this for some effective advertising. Our force is deriving considerable useful information from the criticisms and samples of work displayed in your publication, and the increased interest shown in the work of the shop more than pays for instructive literature.

Yours truly,
H. H. HALLETT.

REVIEW OF JOB PRINTING

Address all communications to E. S. Hanson, 57 Washington St., Chicago, Ill.

THE fact that the National Editorial Association is soon to meet in Detroit gives timely interest to a booklet descriptive of that city as a place of pleasure, which has just been received by this department. It seems to be published by the Detroit Convention and Tourist Bureau, but that is as far as I can trace its identity; the printer has neglected to give it his imprint, as is so often the case with work that would be a credit to any printer. The book contains a wealth of illlustrations, in such a variety of subjects as well as styles of engraving as to keep up the interest from start to finish. Halftones in the square effect predominate; but there are also plates in outline and vignette, and zinc etchings from admirably executed drawings. The booklet is of interest as showing how different kinds of engraving can be used together effectively, if nothing more. The only possible criticism which one might offer is that many of the square halftones have too heavy a line around them to adapt them to the small pages of the book. If they were made without line they would be much better, in my opinion; but many printers do not like to use plates without line, and some of them make an additional charge for the extra make-ready which this kind of plate is supposed to require. Of course it is a fact that such a plate demands somewhat greater care in the press room, not only in the make-ready but in the running as well, to see that the edges of the plate do not fill up and become clouded. It is as an expedient to avoid this very thing that the line around the halftone was adopted, and it serves the purpose well where one does not care to go to the trouble or expense of handling plates without the line; but a delicate, unobtrusive line will usually serve best as a general purpose expedient.

The little announcement here reproduced is not only of interest as showing the continuity of management of one man, but it is an unusually well composed and printed piece of script

The Monroe County Mail
Fairport, New York
will celebrate its
Twenty-fifth Anniversary
under the editorial and business management
of
Will O. Greene
Thursday, the eighteenth day of May
One thousand nine hundred eleven

work. It gives one the impression that there has been something doing during these twenty-five years of Mr. Greene's incumbency.

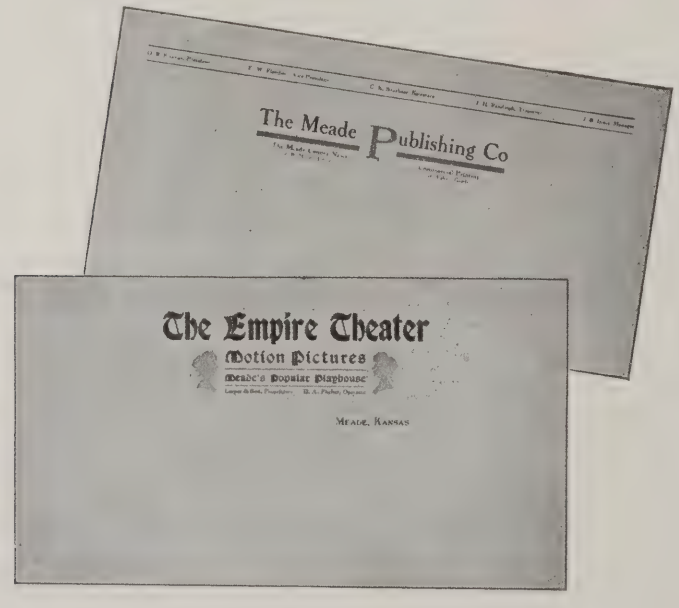
J. B. Miller, editor of The Meade County News, Meade, Kansas, asks comment on two letterheads. The most serious error is that the designer has failed to allow for sufficient contrast in colors of ink. The head in two shades of green is most satisfactory so far as the composition is concerned, but the colors have well

nigh spoiled it. Where two shades of the same color are used they must afford a wide contrast. Your lighter shade is entirely too dark for the purpose; on the other hand, if a lighter shade were used it would not give sufficient body to the large initial in the center. My plan for getting around this would be to swing over to a trifle more white in it. This head woud also be much improved by having the line "Meade's Popular Playhouse" in a nice italic instead of overdoing the use of the text face.

Two blotters from J. E. Loggins, Somerville Tenn., are a part of the publicity matter of the

Here is some good work whose identity has been lost. Who will claim it?

three colors, using a red for the initial and a very light green for the rules. Or if it was not desired to go to the trouble and expense of three colors, the red could be used on the rules as



well, but in that case rules of a much lighter face would have to be substituted in order to preserve the harmony of weight values. The same criticism applies to some extent, though in a far less degree, to the head for the Empire Theater. The light shade of blue would stand

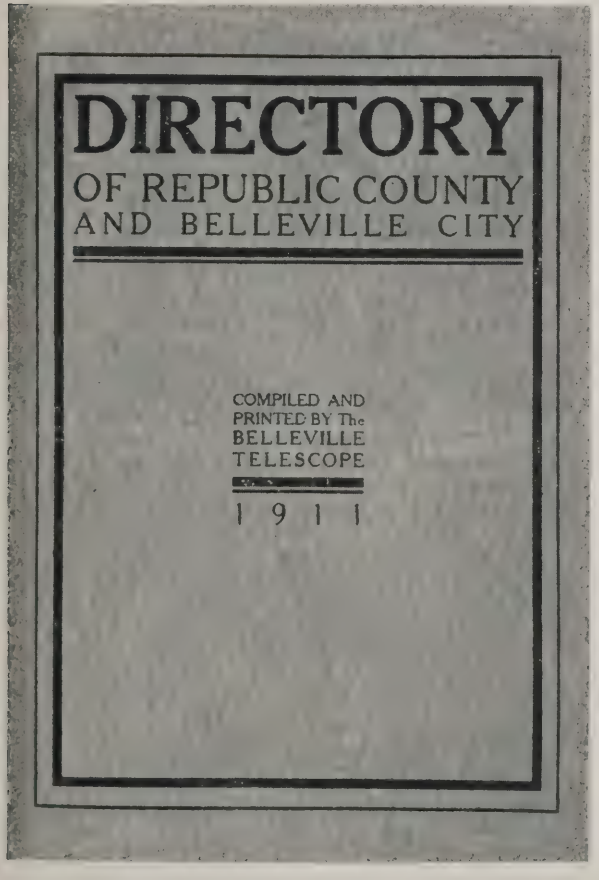
paper on which he is engaged, The Fayette Falcon. The first thing which attracts my attention in connection with the February blotter is the column of solid matter on the left. This matter is set on a slant—which is perfectly allowable, of course; but the slant of the column should conform to the slant of the italic type in which it is set, a rule which Mr. Loggins has failed to observe. The result is that the reader experiences a distraction and "upsetting" which would almost amount to seasickness if long continued. The curved line on the July blotter is rather out of date, both as to the curve and to the style of type in which it is set. This line has the added fault of not seeming to fill the space allotted to it—of being suspended in the air without anything to account for it—a sort of meteoric thing. The calendar on this blotter is also out of balance, being open at the top and crowded at the bottom. The spacing should have been less open, and the figures for the last two days of the month set in the same type as the others. If there were not figures enough in the case, use some other font. The February calendar also contains an inaccuracy in the selection of rules. Two faces of down rule are used. They are not so different as to make this a glaring fault; but it is attention to these little things which makes one printer's work com-

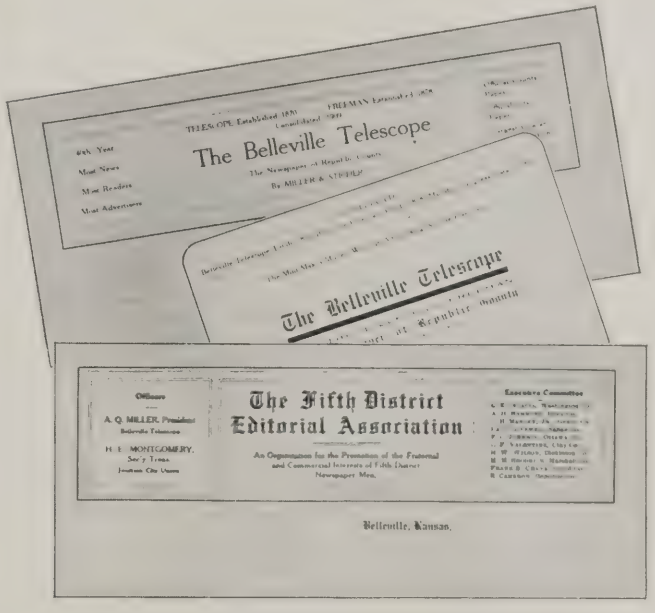
mand a better price than that of another. The ink was not working very freely when these blotters were printed, giving one an opportunity to imagine that the rollers had been left with ink on them over night.

A blotter of unusual size comes from a print shop and commercial art studio at Leicester, England. I cannot at the moment guess any good reason for a blotter of such a size, it being over 15 inches long and coming to me folded in an envelope. It is well printed in two colors.

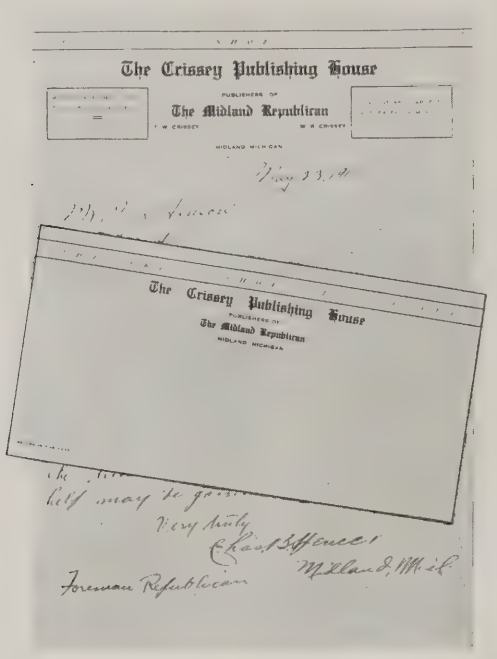
MONTGOMERY STUDIOS
A combination of Artists specializing in the various branches of Commercial Art
MONTGOMERY STUDIOS
MAY WE INTRODUCE OUR WORK TO YOU?
We shall be pleased to supply you with a suggestion for treatment of Catalogue, Showcard Poster, Photo Study or "Ad Art" of any kind
"COVERING THE FIELD OF COMMERCIAL ART"
LEICESTER
With the Compliments of
THE MONTGOMERY STUDIOS
BERRIDGE STREET
GREYFRIARS
LEICESTER
PHONE 1798

From the office of The Belleville Telescope, Belleville, Kansas, I have received two packages of specimens, one sent in by Miller & Sticher, the proprietors, and the other by W. R. Henderson, the foreman. These two lots had been placed together before it was noticed that they were from different persons, so that I shall have to comment on them impersonally as coming from the office as a whole. The directory cover is very satisfactory, and might be made still more so by a few minor changes. The rules are rather heavy for one-color work, and might well be lightened up a trifle; and I should bring out the date rather stronger, as this is one of the first things a person wants to know about a directory. A change to figures of Cheltenham Bold for this date would help materially. The line "PRINTED BY The" is incongruous and would be much improved by changing to "PRINTED by The." The blotter is a harmonious piece of work—a straightforward business talk printed in a straightforward business fashion. The heavy rules are to be commended in this case, because they are worked in a different color, thus giving them their proper weight in the finished job. The letter heads and bill heads run rather more to panels than is considered good taste at the present time; but as panel jobs they are very satisfactory.



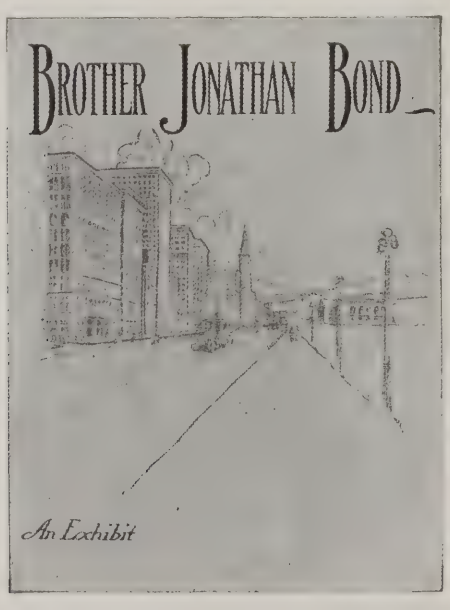


The few samples sent in by Chas. B. Spencer, foreman on The Midland Republican, Midland, Mich., lead one to suspect that there is more good work where this came from. I have just



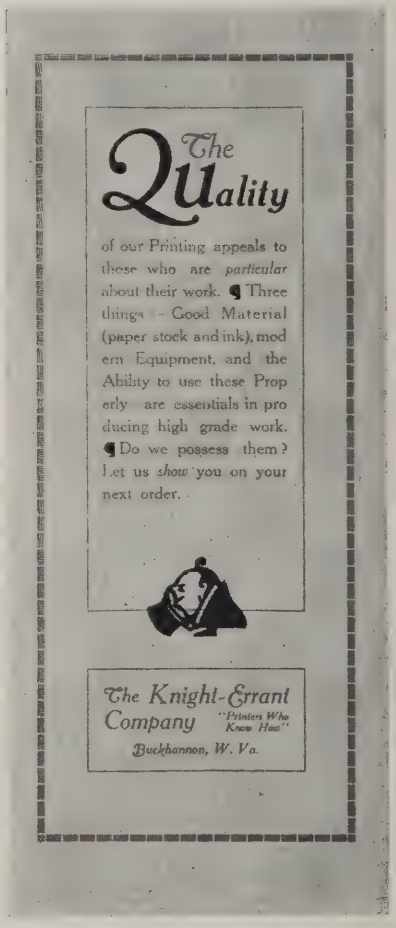
one suggestion to make: use type a size larger for the date line on the letter head.

Many a country printer gets his first inspiration to do the better class of work from the sample sheets sent out by the paper houses and typefoundries—such as this delightful specimen



book of letter heads on this old reliable Brother Jonathan Bond. It shows the serviceableness of this paper for all classes of impressions—printing, embossing, lithographing, color plates, and offset work. All of them are unusually well done and excedingly good to look at. They are enclosed in a cover, which is here shown. I am indebted to the J. W. Butler Paper Company for the privilege of having seen them.

This blotter is from P. H. Lorentz, Buckhannon, W. Va. It is on a slate-gray stock of basket-weave pattern, and printed in two colors which it is difficult to name with exactness after they are laid on the rough gray blotter. One of them is much like the stock itself, and the other seems to be something between an orange and a


The Quality
of our Printing appeals to those who are particular about their work. ¶ Three things — Good Material (paper stock and ink), modern Equipment, and the Ability to use these Properly are essentials in producing high grade work. ¶ Do we possess them? Let us show you on your next order.
The Knight-Errant Company
"Printers Who Know How"
Buckhannon, W. Va.

Bismarck brown. The only inharmonious note in the blotter is the rule running under the cut. This rule should have been cut off at each side of the cut, showing among other things that this illustration was a part of the original design. The blotter is enclosed in an envelope which matches it in both stock and printing.

One of the most attractive combinations of halftone, zinc and type which I have seen for a long time is that lilttle circular from the Miller Saw-Trimmer Company, Alma, Mich. There is a harmony about it which many such pieces of work sadly lack.

Newspaper Circulators

Value of Association and Co-operation—Circulation Department to be Regarded as Cor-ordinate with Other Departments—Second-Class Matter.

IT was well in evidence that the Thirteenth Annual Convention of the International Association of Circulation Managers, held at the La Salle Hotel, Chicago, June 12-14, proved to be one of the most satisfactory in the history of the organization. President Harry E. Fitch, of the Cincinnati Enquirer, presided, and, in his able annual address, enforced, very clearly and strongly, the benefits of co-operation and mutual helpfulness by interchange of views, experiences, methods and suggestions.

He advocated co-operation between the different departments of newspaper workers, and suggested an organization that would include publishers, business managers and managing editors, as well as the circulators. In part he said:

"The circulation department ought to be regarded as co-ordinate with the advertising, editorial and business offices and should be given the same recognition and respect. It should be held responsible for the conduct of the output of the newspaper, the same as the sales manager of any other commercial enterprise, wholly separate and distinct from any other department, yet running in harmonious conjunction with all. This condition doubtless prevails at present in many newspaper offices, yet in others scant authority is conceded and the power to do things is delegated to another and the title of circulation manager becomes a misnomer.

"However, with the association organization, we shall have accomplished much toward securing for the association and its members the standing and recognition as well as the importance the name and the position implies. Organized, united and recognized as a militant order we can correct many evils in the circulation field. There are a multitude of other things we can regulate and reform with power and recognition at our backs that could never be accomplished through desultory, or haphazard effort on the part of individual newspapers, and the way to achieve results is to go at it unitedly and with vigor.

"No one outside of the association knows what transpires at our conventions. You close the doors to missionary work and the very things that ought to bring us name and fame before the publishers lie hidden—submerged, as it were—within the confines of our own select coterie with naught to aid us in building up and fortifying our field of usefulness.

"If left to my judgment, I would say: 'Down with the barriers—up and out with the flag of publicity! Let the word go forth that we are a necessary and essential adjunct to every well established and properly conducted newspaper'."

The secretary's report showed that the association had a busy year and a satisfactory report on the organization's finances was made by the auditor. Then the discussions according to program were taken up.

W. J. Majers, of the Baltimore Sun, showed "Why—A Circulation Manager," giving briefly the system of Management of circulation of that old and successful daily.

John T. Toler of the Atlanta Constitution talked on circlation organization and systematizing and its comparative relation to the other departments of the daily newspaper. H. V. Bomar of the Louisville Times and J. M. Schmidt of the Indianapolis News discussed city carrier service. Ralph N. Decker of the London (Ont.) Advertiser, told of ways carrier boys could be interested in getting subscriptions. E. M. McSweeny of the Boston American had a paper on "Popularity Contests;" Daniel Nicholi of the New York Evening Mail on "Booklovers' and Similar Contests." This set program for the day ended with a discussion on soliciting subscriptions and the handling of canvassers. E. A. Norton of the Jamestown (N. Y.) Post was the first speaker, followed by general discussion.

Before the morning session The Daily News Boys' Band played a number of selections. After the convention was in session the band was requested to play a medley of national airs, after which the newsboy musicians were tendered a vote of thanks, three cheers and a tiger and a complimentary dinner as guests of the convention.

E. M. McSweeney, of the Boston American, was unable to attend the meeting, but sent his paper to be read. It discussed popularity contests. D. B. G. Rose, circulation manager of the Louisville Post, read the paper of W. I. Dickinson, of the same publication on "Newspaper Solicitors' and Carriers' Unions. What Do You Think of Them?" Daniel Nicholl, of the New York Evening Mail, discussed "Booklovers' and Similar Contests," and E. A. Norton, of the Jamestown (N Y.) Post, told of the different ways of soliciting subscriptions and handling canvassers.

In the evening the members and the ladies were the guests of the management of Riverview Park, an amusement resort. The Daily Newsboys' Band played a number of selections before and during the session and were the guests of the members at a complimentary dinner.

We give the paper of J. M. Schmidt of the Indianapolis News, in full, on account of its comprehensiveness, presenting as it does suggestions as to principles and methods of management, and organization almost equally useful and applicable to all departments of newspaper-making and to all newspapers, as pertaining to system and giving an incentive to all and each, as well, as enforcing well-defined obligations on each worker, and creating mutual regard, respect and a perfect "esprit de corps."

The second days' session was opened at 11 A. M., with an address by Third Assistant Postmaster General Britt, on the topic: "The Uses and Abuses of the Second-Class Mail Privilege." His remarks were well received and frequently cheered. His statement that, for the first time in twenty-six years, or more, the department would show a surplus was roundly applauded. He stated, among other things, that "no honest publisher has anything to fear at the hands of the postoffice department.'

"But," he added, "no dishonest publisher has anything to hope for." He was speaking on "the uses and abuses of the second-class mail privilege."

Referring to a charge made recently by Senator Davis of Arkansas that one publication in this country practically had been put out of business by the postoffice department, Mr. Britt said:

"You have heard recently from some quarters that the department has, without cause, attacked several newspapers and periodicals and that a policy of officious interference with the busines of publishers has been inaugurated. It is a painful fact that, while the great bulk of the newspapers and periodicals of the country are honest and law-abiding, there are some that willfully trample the

law under foot and have no regard whatever for postal laws or the rights of others. If any have felt the weight of the law it is because they have invoked it, not because it has been unjustly imposed."

Regarding efforts to eliminate the annual postoffice deficit, Mr. Britt declared that "the ledgers of the department at no time should show either a defiicit or a surplus, the entire service being administered on a self-sustaining basis." A proper equalization of postal rates, he said, easily would make it possible to reduce letter postage from 2 cents to 1 cent an ounce.

"The payment of fully 84 cents per pound on letters, caused by the payment of 2 cents an ounce on underweight pieces," said Mr. Britt, "gives a profit which is applied to the deficit caused by deficient rates on other mail matter."

Why representatives of the Postal Department—merely an administrative part of the Government—should take it upon themselves to say that letter postage is too high and other rates too low, is a question that might be asked with some reason. The rates have been fixed by the representatives of the people who own the Government and all the departments thereof, not excepting the Postal Department. Letters constitute a preferred class of matter, rightly demanding and receiving greater care, and greater expedition in forwarding, and are made up of many more parcels to the pound, as a rule, than other classes of mail.

General Britt pleaded for a better understanding between the senders of second-class matter and the Department, but such arguments and statements, as to postal rates, constantly made by postal department officers, who have no more right to fix or to meddle with rates of postage than has a mere salesman in a store to fix or meddle with the prices of the goods which he handles for his employer, do not tend to a friendly feeling. The Department employes would do well to leave the question of rates to the people and Congress, and attend strictly to their duties of receiving and distributing the mails and to the methods of doing the work for which they are paid, in an honest, efficient and economic manner. Besides, it is certainly as proper and just to talk about the sending of letters at the established rates as "a first-class mail privilege" as to talk about the sending of periodicals or newspapers at the rates established as "a second-class mail privilege." Modern newspapers and periodicals do a great service to the Government and to the people and if the officers of the Postal Department will go back and study the debates had in Congress at the time of the adoption of the existing rates, they will better understand the intent of and the reason for the enactments.

The character given to matter bearing stamps showing the same to be of a direct, personal or business character, demanding the personal attention to the one to whom it is sent, is of so high a value that the "first-class mail privilege" is often used when the same matter might be conveyed at a lower rate of postage. To constantly be harping on the high rate of first-class postage by people who are employed to obey the laws, not to make them, seems just a little bit out of place. Let the people who pay postage fight their own battles, if any are to be fought.

The majority of the sessions of the convention were executive, so that a fuller report of the proceedings is made impractical if not impossible. Those wanting further enlightenment can procure the same through the publications of the organization. We presume that the theory, and not an unjust one, is that those who want the benefits should join the organization or pay for the knowledge gathered by the members, and given each to the other for mutual benefit, at no small cost.

In the election of officers and chosing the next place of meeting, a system of promotion as to offices was followed and Boston was chosen as the next place of meeting.

John D. Simmons, Vice-president for the past year, was advanced to the office of President, William J. Little, of the Montreal Star, last year's second vice-president, was made First Vice-president, and Sidney D. Long, of the Wichita Eagle, Second Vice-president. Joseph R. Taylor, of the Grand Rapids Press, was re-elected Secretary-treasurer. The new Directors are Max Annenburg, of the Chicago Tribune; George E. Johnson, Louisville Courier, and J. W. Majers, of the Baltimore Sun. Fifty-seven new members were added in the past year.

J. W. Majers, of the Baltimore Sun, by an eloquent humorous invitation, captured the netx convention for Baltimore. He urged Baltimore's claims on behalf of Major James H. Preston, the Greater Baltimore Committee and the Manufacturers & Merchants' Association. Atlanta was a strong contender, being ably represented by the new president.

The United Typothetae of America

What It Is and What It Stands For—A Statement of the Objects and Aims of the International Association.

TO the end that every one interested may be made familiar with the work of the United Typothetae of America, and that apprehension as to its aims and objects may be corrected, we would call attention to the fact that it is a voluntary association of master printers organized to advance the interests of its membership in particular and incidentally to bring about better conditions in the entire printing industry—an industry, by the way, which ranks seventh in importance in the United States. When the Typothetae was organized, twenty-four years ago, it was brought into being because of the crystallization of the belief that an organization of master printers was a necessity. Theretofore the employers were unorganized, though their employees were acting as a unit in practically all branches of the business.

While more or less attention has always been paid to questions of costs and other matters relating to efficiency and management, it was not until about three years ago that the organization as a whole saw the necessity of broadening the scope of its work to an extent that would permit it to include everything which in any way has a bearing on the interests and welfare of its membership. With the adoption of this broader policy it was decided to drop from consideration, so far as the national body was concerned, the question of whether shops were to be "open" or "closed," as it was seen that this was a matter which could best be handled by the local branches or by the individual plant.

That the new policy was a move in the right direction is proven by the astonishing increase in the membership of the United Typothetae of America since its adoption. Membership in the Typothetae is now seen to be, indirectly, a source of actual profit, for the expense is merely nominal and the benefits great.

Perhaps the most important work being done at this

time by the international organization is the installation of cost-finding systems. A force of twelve field-men is constantly employed, and they are moved from point to point throughout the United States as occasin demands. Each is an expert in the science of cost finding. During the past twelve months upward of a thousand systems have been installed, the work necessitating an outlay of nearly $50,000. The coming twelvemonth will see still greater activity and a larger expenditure. It is an important fact, too, that the cost of installing these systems has been returned to the members of the Typothetae several times over, for the first result of the use of a system is always a decided advance in selling prices —an advance fully warranted, in view of the fact that printers' profits have in the past been woefully inadequate. Price advances—and these have averaged from fifteen to twenty-five per cent, with practically no falling off in the volume of businesss—have not been the only benefit given by membership in the Typothetae, and the use of its cost-finding system. The system points out numerous small leaks which always and unavoidably exist in the plant operated in the old way, and by showing them to exist, permits of their elimination, with a consequent large saving. The system shows, too, the amount of nonproductive time and what causes it, so that, if it is unnecessary (such as time lost searching for sorts, or because of too large a percantage of distribution), it may be cut out. Again, the United Typothetae system unerringly points out the jobs which are being done at too low a price—those "regular" jobs which every office does each week or every month and which are so often sold at cost or below. It is a fact that the actual cost figures furnished by the Typothetae system have enabled its members to get higher prices for such work in hundreds of instances, and in seventy-five per cent or more of the cases the customer pays the advance without protest, because he sees that it is warranted, When he will not pay it the work is refused, for it is better to decline to take the job than to lose money on it. Because of the great value of cost-finding systems to its members, the United Typothetae of America rightly considers their installation its most important work at the present time.

However, the activities of the Typothetae are by no means confined to the installation of cost-finding systems. Many other matters of great importance are taken up. For example, it is well known that the customer of the printer can go to almost any paper dealer, no matter in what city or section he may be located, and buy stock at prices fully as low as those given the printer, and this notwithstanding the fact that easily ninety per cent of the business of paper dealers comes from printers. This is a state of affairs existing in no other lines. It is an unjust policy, and because of it the printer often finds it impossible to add any profit at all to the cost price of the paper he sells, nor has he even been able to add a profit which is at all comparable to that made in other lines of merchandising. This grave trade abuse is now being taken up actively by the Typothetae, and a great deal of progress has already been made. The Committee on Trade Customs of the United Typothetae of America met with the Executive Committees of the two paper associations recently, and presented so strong a case that the latter appointed standing committees to meet with the Typothetae representatives and bring about an agreement regarding this and a number of other important matters along the lines suggested by the Typothetae and in accordance with the best interests of all. The committees are still working on the details, but, thanks to the United Typothetae of America, these abuses, among the gravest suffered by the printing industry, will be corrected at an early day.

The maintenance of a force of experts who devote their time to the installation of cost-finding systems, and the bringing about of more satisfactory relations with the supply houses, are matters which can only be handled sucessfully by a powerful national association. So far as that is concerned, however, practically every question may be settled nationally if anything of real and permanent benefit is accomplished. This being true, it must be admitted that there is a great work ahead of the United Typothetae of America. It must also be admitted, in view of what we have said above, that the Typothetae is a wide-awake, virile, progressive organization which is actually doing things. All will be interested, therefore, in the following statement of its aims and objects, which shows its broad field of endeavor:

Education of printers in matters of cost of production.

Education of printers in the benefit of organization, keeping especially in mind the greater power of one than of several associations.

The encouragement of more friendly relations and of greater confidence between printers, regardless of whether they are located in the same city or in widly scattered sections.

The promotion of trade schools for the education of printers.

The installation, under the supervision of experts, of scientific cost-finding systems.

The maintenance of credit bureaus.

The standardization of printing-plants.

Suggesting plans for the rearrangement of workrooms, to the end that there may be greater economy in the expenditure of time.

The establishment of satisfactory trade relations with paper dealers, supply houses, machinery builders, and all those from whom equipment or supplies are purchased.

The standardization of shop practices.

The promotion of mutual fire-insurance companies.

The education of printers in the principles of scientifice management.

The maintenance of a free employment bureau.

The education of managers and men in matters of efficiency.

Education in the essentials of time requirements as they relate to all the processes entering the producton of printing.

Advising the membership concerning the purchase of new machinery or other equipment.

All other matters coming up from time to time which in any way effect the interests of the master printer.

The above is the platform of the United Typothetae of Amtrica. It will be seen that almost every item must be taken up nationally if anything worth while is to be accomplished. So far as insurance is concerned, two mutual companies have already been formed through the influence of the Typothetae, and the organization is suporting the School of Printing at Indianapolis both morally and financially. Of a truth it is a broad platform, and one in every way commendable. We are glad to publish it, for in many quarters there seems to be a deplorable amount of misinformation regarding the objects and aims of the United Typothetae of America. There can be no excuse for further failure to know and understand precisely what the Typothetae stands for, as this declaration of principles is explicit and to the point.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Post-office as Second-class Matter

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CHICAGO, JULY, 1911

Writing of entire candor, honest service and reliability as the means to permanent success in newspaper making and printing, our attention has been called to the report of an address made by State's Attorney John E. W. Wayman of Chicago, before the graduating class of the Chicago Law School. He is reported to have said: "It is a shame of the Chicago bar and bench that lawyers have no social standing."

He attributed this lack of social standing to "shysters," and said that it was the duty of lawyers "to stand together and exterminate the shyster—a man with no regard for the sanctity of the law," but spoiled all this by the following:

In a few days you will enter your offices and sit down in the greatest solitude you ever experienced. Languidly and tensely you will wait for that dear sound, the footstep of an approaching client.

But when you greet him don't let him know how glad you are to see him. Treat him cordially, but not effusively, and above all things, proceed to get some money out of him. First find out how much he has and how willing he is to part with it, and then compare this with your needs. Charge him accordingly.

RELATIVES POOR CLIENTS.

Another "don't" for you is to not take law business from your relatives. All you will get out of it is abuse and there's no money in it. Above all things, don't quarrel with the judge. If you beat him at repartee he will send you to jail for contempt of court and more often he can beat you anyway. Besides, it's a good thing to have him on your side.

I must not forget to add that it is never right to argue a legal proposition with a layman. When you state an opinion don't give him your reasons. Be right and then let him think there is nothing more to be said.

This from one who is paid by the public to enforce rights, to stand for the law and to prosecute offenders or those charged with over-reaching, chicanery, violence, murder or other wrongdoing or crimes. It may be stated here without any desire to criticise the man, his zeal or motive, that he has been very unsuccessful in his prosecutions for bribery, purgery and more heinous offences, and it has come to be a saying that it is almost impossible to convict a man of any crime, even of murder, in Chicago. Is it not natural to conclude that the lack of faith in lawyers and courts comes from such views of the profession, as that members of the calling size their clients up and then get all the money possible out of them, that there is no loyalty to right or justice, but only a desire for gain; no feeling of obligation to the lawyer's oath to see justice done between the court or the people and a client, or one charged with crime; no recognition of the fact that a lawyer is a sworn officer of court, admitted after examination as to knowledge and character, with a sworn duty to see justice done, but on the contrary, that the only thought is to convict or free the accused for the fame and the pay? to take cases of vilest persons, with the same avidity as of the innocent, provided the fee is sure, and to use any means possible to gain the goodwill, to flatter, cajole, deceive and fool the court and the jury, regardless of facts or justice; to rob guilty clients with extortionate fees and as a result to convince the swindler, embezzler or thief that every lawyer is more greedy, dishonest and thievish than himself?

But we hold no brief to reform the bar or the courts, but only use these conditions that have caused the members of the bar to be looked upon with distrust, to point a moral to members of the press. Unfortunately there are shysters and quacks of differing degrees in nearly all callings, but in no other calling are they more injurious than in that of newspaper and periodical editing and publishing.

* * *

Elsewhere, reference has been made to postal rates and we have urged that more attention be given to efficient, economic service. If it is designed to make a business profitable, it is not always wise arbitrarily to increase charges. High prices, very frequently, decrease business and cause still greater loss. All have probably heard of the country hotel keeper who charged his first customer fifty dollars for a night's lodging and breakfast on the plea that it had cost him that much to conduct his hotel up to that time. He probably waited a long time for a second guest, and the young lawyer who got all he could, regardless of service, out of his client would probably starve before he got another victim. It is easy to charge, but it takes honesty and brains to conduct a profitable, serviceable business, that will stand the test and become permanently remunerative.

Canada, at a lower rate of postal charges on second-class matter than are made in this country, has long enjoyed a surplus instead of mourning over a deficit. A recent editorial in the Chicago *Daily Tribune* points out one of the inconsistencies of the U. S. Postal Service and the need of, and the way to, a remedy:

Today, if an American wishes to send a package by mail, he must keep it below four pounds in weight. The maximum is 132 pounds in Belgium, 110 pounds in Germany and Austria, 22 pounds in France, and 11 pounds in Great Britain, Australia, Italy, and even countries like Chile and Cuba.

In the United States it costs $1.32 to send eleven pounds by mail. In Germany the charge would be 13 cents; in Great Britain 22 cents; in Italy, 20 cents; in Switzerland, 8 cents.

Is there any excuse for this huge discrepancy? Are conditions so different in the United States? If so, why does it cost an American 16 cents a pound to mail a parcel under four pounds from New York to Jersey City and ony 12 cents a pound for parcels up to eleven pounds around the world to Australia, to Japan, to Argentina, to South Africa?

Why does the United States Postoffice discriminate against itself and against the American people in this way? For years a few Americans have been building up great fortunes behind the wall of this postal policy. Those fortunes have come out of the pockets of the masses of the American people, who have meekly consented to pay heavy express rates while the great government agency of the post turned its back upon them. In Great Britain, which we have called slow, ultra conservative, deficient in snap, hustle, enterprise, the postal service really serves the people. It delivers both letters and parcels to every house in the kingdom. The retail stores in England use the post to deliver goods. The farmer and gardener use it to send their produce to the great markets. Practically everything under eleven pounds is mailable.

In other words, the great, costly organization of the postal service is in England, and generally in Europe, what it long ago should have been in the American republic—a universal agent of the people, to the full extent of its possibilities. Under cover of the theoretical argument that it is socialism for government to "go into the express business," the private interests of the railroads and express companies, allied or identical in fact, have been permitted to overcharge the American public to the tune of billions. It is socialism, they say, for the goverenment to go into the profitable short haul expressage, but not to take the skimmed milk of that public service.

On Wednesday a sub-committee of the house of representatives committee on postoffice and postroads began an inquiry as to the need of a parcels post. The temper of a majority of that committee was not friendly. Parcsls post will not be won without a fight.

The press and the people must make themselves heard at Washington.

Is it not wise to consider these matters, rather than to be constantly worrying and arguing as to the increase of second-class postal rates, and the reducing first-class matter to a cent as against a two-cent rate? As to the latter, the two-cent postal rate, every one seems to be satisfied, except the penny postal organization, that, through its agents, canvasses the country for money and does its work quietly in Washington, among the people's representatives and the postal officials. It is evidently a money-yielding business to the workers and agitators, and can be a matter of saving that is worth while, only to the large corporations, banks, mail order houses and the like, who expend thousands of dollars on mailing letters and it is a question whether their communications, under one cent postage, would not receive so much less attention as to render them unprofitable. It would cheapen their letters. Publishers pay out more on letters, on first-class mail, than do those engaged in any and all other branches of business, at least in proportion to the returns from the business, and they are not complaining, though advertising in their publications promote first-class mail business to the extent of many millions of dollars annually to the great profit of the Government. It would seem that in order to push their business—and it has been made a business—the workers of the penny post organization have united with a certain class of thrifty, machine politicians to throw discredit on the whole newspaper and periodical press of the country, by endeavoring to make it appear that publishers are receiving or enjoying a special privilege. There has been a prejudice created and fostered throughout the whole postal service, and postal employes have been led to believe that they cannot be paid higher wages, and that numbers of employees have been discharged in order to do away with the postal deficit, because the Government is losing millions of dollars on carrying newspapers and periodicals at a loss. It has been impossible to secure sane consideration of the facts, that the press does a great, direct service to the postal department; that it is the greatest educational agency in the Nation and has been promoted by wise statesmen on that account, and that if the carrying and delivery of newspapers, and periodicals cost the Government nine cents a pound, as is still alleged, the cost is nine times greater than is necessary. The officials seem, also, unable to realize, that a pound of letters or first-class matter, requires an average of from six to twenty times the number of separate deliveries required by a pound of second-class matter. Commissioners, appointed by Congress to make examination, have been made to recognize these facts, and their findings, and the facts and arguments presented before them, have been printed in large volumes, but it seems that the overmen, that constantly are placed in control, by shifting politicians, do not seem to read any of these things, but to cling to the traditions of the past, and to the words of the paid-worker in the penny postal movement.

Wisconsin:—

June 9, 1911.

Mr. B. B. Herbert, Chicago, Ill.

DEAR SIR:—In looking over the June issue of the JOURNALIST, I notice the list of Wisconsin delegates to the Detroit Convention are not given. This is probably my fault, but I had thought that President Bridgman had notified you. The officers you will get from this letterhead. The delegates named are:—

J. H. Waggoner, Eau Claire; Percy C. Atkinson, Eau Claire; F. E. Andrews, Bloomer; Emiel Baensch, Manitowoc; Geo. F. Cooper, Black River Falls; C. A. Booth, Milwaukee; H. L. Hoard, Ft. Atkinson.

I don't know how many of the boys will go. I know I cannot go this year.

With kindest regards, I am, Yours very truly,

F. E. ANDREWS.

Program of the Twenty-Sixth Annual Convention of the National Editorial Association

(Subject to Change and Rearrangement)

TUESDAY, JULY 18.

Morning Session, 9:30 O'clock.—Addresses of Welcome by Gov. Osborn, Mayor Thompson and Milton McRea, President of the Detroit Board of Commerce.

Responses by President J. P. Baumgartner, of California, Past President Walter Williams, of Missouri, and, on behalf of the ladies of the Association, by Mrs. Matt Parrott of Iowa.

President's Annual Address—J. P. Baumgartner of California.

"The Ethics of the New Advertising."—E. St. Elmo Lewis, Presidaent Assocition National Advertising Managers, Detroit, Michigan.

"Cost Finding."—Frank Y. Norris, Chicago, Ill.

"Report of Special Committee on Re-organization," presented by Chairman Walter Williams, Dean of the School of Journalism of the University of Missouri.

Business, Announcements, Etc.

NOTE.—At the opening of the afternoon session, and at the beginning of each succeeding session, thirty minutes will be given to an Open Parliament or Question Box. Questions pertaining to any phase of joournalism or the newspaper business will be submitted to the Convention for answers. Put your questions in writing or hand them to the recording secretary.

J. P. Baumgartner, Editor and Proprietor Santa Ana (Calif.) Daily Register—President National Editorial Ass'n.

Afternoon Sessin, 1:30 O'clock.—Question Box; an Open Parliament."

"What of the Day?"—John B. Stoll, *Times,* South Bend, Ind.

"The Country Newspaper."—Ovid Bell, *Gazette,* Fulton, Missouri.

"The Making of the Newspaper."—Seth Brown, *Standard Advertising,* Chicago, Ill.

"Postal Rates as Affecting the Newspaper Business."—Hon. Henry A. Barnhart, Representative in Congress from Indiana.

Business, Announcements, Etc.

At 3 O'clock.—An automobile ride and visit to one of the great automobile factories. (Light refreshments).

Wednesday, July 19.

Morning Session, 9:30 O'clock.—Qestion Box; an Open Parliament.

Honorable R. F. Sutherland, of Toronto, Judge of "The High Court Justice" for Ontario, Canada, will speak.

"Free Publicity."—L. B. Palmer, of New York, Manager American Newspaper Publishers' Association.

"Civilization a Cry for Peace."—S. P. Brooks, President of Baylor University, Waco, Texas.

"The Comic Supplement."—Edith Kingman Kern (Mrs. Josiah Quincy) League of American Pen Women, Washington, D. C.

"How to Make an Editorial Association Practically Useful." (Discussion.) Business, Announcements, Etc.

Afternoon.—At 1:30 start on steamer excursion down the Detroit River to Lake Erie, giving opportunity to view important works now in progress deepening the channel. (Refreshments on board.)

Thursday, July 20.

Morning Session, 9:30 O'clock.—"The Relation of the Department of Agriculture to the Press."—Geo. M. Whittaker of the Department of Agriculture, Washington, D. C.

"Education by Press and School in the Shadow of the Cumberland Mountains."—Geo. A. Hubbell, President of Lincoln Memorial University, and Editor of the *Mountain Herald,* Cumberland Gap, Tenn.

"Practical Preaching of the Gospel of Good Roads."—Past-President Henry Branson Varner, Dispatch, Lexington, N. C.

Business, Announcements, Etc.

At 12:30 or 1 O'clock, visit to Parke, Davis and Company's Drug Manufacturing establishment, the largest in the world, where luncheon will be served.

Afternoon Session, 2:30.—Unfinished Business, Election of Officers.

Delegates to the N. E. A. Reported

OHIO BUCKEYE PRESS ASSOCIATION.

LONDON, OHIO, June 12, 1911.

Benjamin B. Herbert, Chicago, Ill.

DEAR MR. HERBERT:—I send you the following list of delegates who are to represent the Buckeye Press Assoociation at the N. E. A. meeting in Detroit. Please forward the list to the Secretary of the N. E. A. at once.

The Buckeye Press will go to Western Canada in July, for the regular summer outing It has not yet been decided in which city it is to convene. If the proper date can be arranged with the Canadian parties, the Buckeyes may meet with the National at Detroit. I will keep you informed. We should have quite a large attendance from Ohio at the N. E. A. this year.

It may be worth your while to mail sample copies of the N. P.-J. to those in this list who are not yet subscribers.

Another matter: I am not quite sure of the life mem bers. I give them from memory. You probably have the list and can correct this one.

With kind regards, I remain, Very truly yours,

CHESTER E. BRYAN,

National Executive Committeeman.

List of delegates to the N. E. A., from the Buckeye Press Association:—

Executive Committeeman:—Chester E. Bryan, London *Democrat.*

Life Members—Carl A. Jettinger, Delphos *Buckeye Printerdom;* B. F. Gayman, Canal Winchester *Times;* C. C. Fowler, Canfield *Dispatch;* J. F. Lanning, Norwalk, Ohio;

Wm. M. Miller, Portsmouth *Blade;* W. A. Ashbrook, Johnstown *Independent;* W S. Cappeller, Mansfield *News;* Chester E. Bryan, London *Democrat.*

Delegates:—C. B. Unger, Eaton *Herald;* S. Kuesthardt, Port Clinton *Zeitung;* J. H. Simms, East Liverpool *Tribune;* E. Ben Yale, Waynesfield *Chronicle;* J. W. Johnson, Waverly *Democrat;* S. F. Smith, Pomeroy *Leader;* Mrs. Maud Murray Miller, Columbus *Dispatch;* W. B. Hearn, Cadiz *Republican;* B. F. Jackson, Clyde *Enterprise;* J. R. Kraemer, Oak Harbor *Exponent;* A. P. Sandles, Ottowa *Sentinel;* J. R. Alexander, Zanesville *Signal;* Horace Holbrook, Warren *Democrat;* J. M. Mulford, Lebanon *Star;* William G. Hoffer, Wapakoneta *Democrat;* Col. Frank M. Ritezel, Warren *Chronicle;* Edward Wetzler, Lancaster *Eagle;* J. F. Gaskins, Sabina *News-Record;* F. C. Snow, Spencerville *Journal;* North G. Osborn, Antwerp *Bee;* B. F. Biery, Bluffton *News;* W. E. Conway, Cardington *Independent;* H. E. Birch, McConnelsville *Herald;* Albert Bernett, Columbus American Press Association; J. T. Haverbeck, Minster *Post;* Mrs. C. C. Day, Seville *Times;* W. J. Mortal, Somerset *Press;* Miss Lillian Eminger, Germantown *Press;* E. A. Lockwood, Batavia *Sun;* A. N. Lawson, Norwalk *Herald.*

ASSOCIATED OHIO DAILIES.

Delegates to Twenty-sixth Annual Convention of National Editorial Association:—

Chas. G. Simmeral, *Herald Star,* Steubenville; C. H. Spencer, *Advocate,* Newark; R. C Snyder, *Age,* Coshocton; F. M. Ritezel, *Chronicle,* Warren; W. N. Stoutt, *Citizen,* Columbus; J. L. Patterson, *Crescent-News,* Defiance; Henry C. Vortriede, *Express,* Toledo; R. W. Noyer, *Inquirer,* Galion; John M. Amos, *Jeffersonian,* Cambridge; Homer Gard, *Journal,* Hamilton; D. R. Gerken, *Leader-Register,* Marietta; F. W. Bush, *Messenger,* Athens; James M. Cox, *News,* Dayton; J. A. Meyer, *News,* Lorain; G. F. Hunter, *News-Advertiser,* Chillicothe; E. H. Baker, *Plain Dealer,* Cleveland; Jno. T. Mack, *Register,* Sandusky; Louis H. Brush, *Review,* East Liverpool; A. L. Culbertson, *Republicon-News,* Mt. Vernon; C. M. Moore, *Register,* Ironton; M. D. Frazier, *Shield,* Mansfield; M. Jennings, *Star,* Marion; J. R. Alexander *Signal,* Zanesville; G. W. C. Perry, *Scioto Gazette,* Chilllicothe; F A. Snyder, *Standard,* Celina; J. R. Hopley, *Telergaph,* Bucyrus; S. G. McClure, *Telegram,* Youngstown; Roscoe Carle, *Times,* Fostoria; J. E. Hurst, *Times,* New Philadelphia; George W. Dun, *Times,* Toledo; W. O. Littick, *Times-Recorder,* Zanesville; B. J. MsKinney, *Times,* Marietta; S. A. Cuneo, *Union-Republican,* Upper Sandusky; I. N. Heminger, *Morning Republican,* Findlay; John T. Bourke, *Leader,* Cleveland; O. A. Rowley, *Times-Herald,* Lorain; P. C. Remick, *Beacon Record,* Ashtabula; S. J. Flickinger, *Herald,* Dayton.

Indiana:—

ELMWOOD, IND., June 16, 1911.

Mr. B. B. Herbert, Chicago, Ill.

MY DEAR MR. HERBERT:—The following are the delegates to the N. E. A. at Detroit from Indiana Democratic Editorial Association:—

H. A. Barnhart, *Sentinel,* Rochester; W. S. Chambers, *Times,* Newcastle; John DePrez, *Democrat,* Shelbyville; S. Paul Poynter, *Democrat,* Sullivan; J. O. Behymer, *Times,* Tipton; H. B. Wilson, *Citizen-Times,* Delphi; F. A.Arnold, *Herald,* Greencastle; R. C. Houston, *Crescent,* Frankfort, Ex-Com.

There are three or four more, but am not able at this time to name them.

A partial list from the Northern Indiana Editorial Association is as follows:—

Jno. B. Stoll, *Times,* South Bend; C. R. Trowbridge, Mishawaka; C. A. McCormick, *News,* North Judson; S. E. Swain, *News,* Hammond; W. E. Beeson, Ex-Com. *Herald,* Winchester.

As soon as I can secure the promise from other editors that will go, I will advise you. Hope to have a large delegation from Indiana this year.

With best wishes,

Very truly, A. D. MOFFETT.

Tennessee:—

COLUMBIA, TENN., June 10, 1911.

Mr. B. B. Herbert, Editor NATIONAL PRINTER-JOURNALIST, Chicago, Ill.

DEAR FATHER HERBERT:—I am sending check for $2.00, to pay my subscription to the JOURNALIST. I should have attended to this some time ago, but for sickness. In reply to your letter of some weeks ago to my brother, I am enclosing you a list of delegates to the Detroit meeting. I hope to be well enough to be with you at Detroit.

With kind regards and best wishes, I am,

Sincerely your friend,

E. C. PERRY.

I. C. Rogers, *Gazette,* Dyenburg; Alternate—W. B. Romine, *Citizen,* Pulaski; D. L. Smith, *Telephone,* Sweetwater; Alternate—J. H. Baird, *Southern Lumberman,* Nashville; A. L. Burch, *Merchant and Manufacturer, Nashville;* Alternate—C. W. Turner, *Sentinel,* Waverly; J. K. P. Mooney, *Commercial-Appeal,* Memphis; Alternate—W. M. Carter, *Tribune,* Lewisburg; W. W. Barksdale, *Leaf-Chronicle,* Clarksville; Alternate—R. H. Green, Tipton *Record,* Covington.

South Dakota:—

ARTESIAN, S. D., June 3, 1911.

B. B. Herbert, Chicago, Ill.

DEAR FATHER HERBERT:—I herewith enclose you a list of the deleagtes to the Detroit meeting.

Geo. Schlosser, Newspaper Union, Sioux Falls; Clate R. Tinan, *Graphic,* Kimball; J. F. Halladay, *Chief,* Iroquois; W. C. Lusk, *Press and Dakotan,* Yankton; Fred N. Dunham, *Review,* Wessington Springs; Hans DeMuth, *Herold-Nachrichten,* Sioux Falls; Harry L. Gandy, *Gazette,* Wasta; Mark D. Scott, *Journal,* Sioux Falls; Robert E. Dowdell, National Committeeman *Advocate,* Artesian.

Well ,Brother Herbert, I am glad to report that up to date twenty of our members have sent in their charter membrship fee and I hope to make it forty before the meeting

Fraternally yours, R. E. DOWDELL.

Illinois:—

J. M. Sheets, *Oracle,* Oblong, Ill.; M. H. Spence, *Gazette,* Elmwood; C. J. Lumpkin, *Enquirer,* Carlinville; E. E. Williamson, *Independent Press,* Griggsville; P. N. Mason, *Plain Dealer,* Buda; G. W. Hughes, *Register,* Clinton; A. L. Hall, *Courier,* Elgin; E. M. Garlick, *Times,* Hoopton; H. D. Hemmons, *Chicago Press,* Elgin; Horace Crihfield, *Argus,* Atlanta; L. A. Constantine, *News,* Aurora; V. H. Haven, *Argus,* Greenfield; C. B. Mead, *Republican,* Geneva; E. B. Beard, Bluffs; E. N. Stevens, *Record,* Paxton; Mrs. S. B. Merritt, *Local,* Lostant; W. A. Jolly, *Record,* Roodhouse; C. M. Tinney, and wife, *Gazette,* Virginia; Eugene L'Hote, *Herald,* Milford; A. T. Spivey, *News Gleaner,* Shawneetown; H. W. Trovillion, *News,* Herrin; L. M. Ross, Carmi; L. C. Hine, Marine; Harris Dante, *Republican,* Monticello; F. E. Pinkerton, *Courier-Herald,* Rossville; D. W. Hartmann, *Forester,* Lake Forest; J. M. Page, *Democrat,* Jerseyville; Executive Committee—J. B. Castle, *Argus,* Sandwich.

The Forty-Sixth Annual Convention of the Illinois Press Association

THE Forty-Sixth Annual Convention of the Illinois Press Association was signalized by a patriotic spirit, and by pleas for civic righteousness, good government and a loyal service of the press in pointing out wrongs and aiding in every way industrial, social, educational, moral and civic advancement and improvement.

Retiring President J. M. Sheets, of the Oblong, Ill., *Oracle,* struck the keynote in his President's Address and was ably followed, along these lines, by Harris Dante, of the Monticello *Republican,* on the "Demand of the Hour"; Terry Simmons of the Monticello *Plain Dealer,* with "Rusty Editor" for his theme; Senator Albert E. Isley in the regular annual address; Senator J. B. Castle in a talk on "Play Grounds of Young America," and by W. T. Bedford in a short talk on "The Editor and the Automobile."

These addresses were all too good to receive slighting treatment, and as this issue has to be given up somewhat to National Convention matters, and these will keep and be as good for August as for July, it has been found necessary to treat the same as a continued story for the next issue of the NATIONAL PRINTER-JOURNALIST.

A very practical talk was given by John Lee Mahin of the Mahin Advertising Agency on "Advertising," in which he strongly urged co-operation by publishers with advertisers in order to make advertising profitable. His remarks related largely to such advertising as is given out by manufacturers and jobbers, and the idea was to have local publishers see to it that the locaal dealers properly displayed and pushed the goods, so advertised, in order that adequate results might be realized by general advertisers.

Mr. Mahin answered many questions and his address awakened a lively discussion relating to certain advertisers and to rates. A majority of the speakers claimed they had one rate for all advertisers, and some allowed fifteen per cent to legitimate advertising agents for working up the business. It was stated that the average rate for weekly papers of one thousand circulation was six cents an inch, which is about six cents an inch too low for profit.

The great features of the occasion, both enjoyable and instructive, came from the elaborate program of entertainments. Especially instructive was a visit to Hull House, and an investigation of the methods pursued in the social uplift, by this world-famed altruistic institution—for the care and protection of children; the instruction of the girls in the work and duties of the home, in domestic science and work and care of the children and the sick, sewing, etc.; and the boys in trades and industries, including electricity, telegraphy and telephone installation and operation, as well as wood and iron working and foundry work.

A volume could be written on what was seen and learned, and it is a kind of knowledge useful for editors in the promotion of better social conditions, of saving and altruistic work, of domestic and industrial education and uplift in their respective communities, cities or villages.

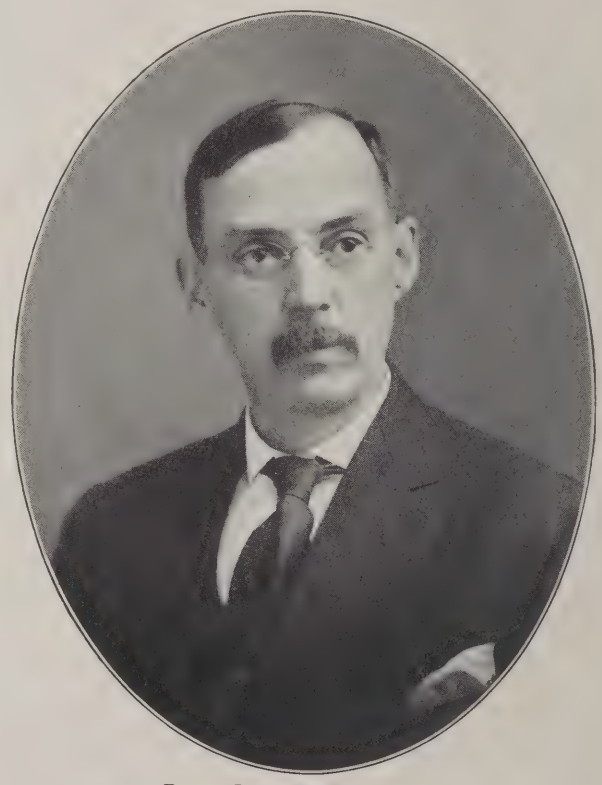
That the editors were pleased with the entertainments goes without saying, and an indication of how great was the thankfulness of each, is mirrored in the following article that appeared in the Lostant, La Salle Co., *Local:*

The program of entertainment, which was elaborate and entertaining was in charge of that prince of good fellows, Charles King, of Butler Paper Co., and we were especially indebted to the following trade people of the city: American Type Foundry, Barnhart Bros. & Spindler, Samuel Bingham's Son Mfg. Co., Bradner Smith & Co., J. W. Butler Paper Co., Goss Printing Press Co, Inland Type Founders, Keystone Type Foundry, Latham Machinery Co., Will S. Menamin, Mergenthaler Linotype Co,. Miehle Printing Press Mfg. Co., A. F. Wanner & Co., Western Newspaper Union, Whiting Paper Co., who provided these pleasant entertainments and the various attractive features enjoyed.

We were also under obligations to the managers of Riverview Park for the opportunity given the editors of the state to visit this very attractive amusement place Wednesday evening. It is one of the largest amusement parks in Chicago and has almost innumerable, instructive and amusing features. The grounds are large and beautiful and when lighted up by electricity at night look like a fairy land.

On Thursday evening we were given a fine Chinese dinner at King Joy Lo restaurant, 57-59 Randolph St., and then opportunity to see Rose Stahl in "Maggie Pepper" at the Illinois Theatre.

Friday a trip to Hull House, The Ghetto, and other points of interest, including some of the new park playgrounds for children, all of which were of interest to us. In the afternoon of the same day we witnessed a game of ball between the Cubs of Chicago and the Philadelphia team at the National League ball park. And the round of entertainment closed with a theatre party at the Princess when "The Heart Breakers," a musical comedy, was played.



Eugene L'Hote, Milford Herald
President-Elect Illinois Press Association

Chicago certainly entertained the editors of the I. P. A. most royally at their forty-sixth annual meeting.

The following were elected officers for the ensuing year: President, Eugene L'Hote, Milford *Herald;* First Vice-president, A. T. Cowan, Polo; Second Vice-president, Charles Bent, Jr., Morrison; Third Vice-president, M. J. Seed, Mount Vernon; Secretary, J. M. Page, Jerseyville; Treasurer, Terry Simmons, Marseilles; Executive Committee, Charles W. Warner, Hoopeston; S. W. Strother, Taylorville; G. T. Crowden, Ottawa; Auditing Committee—J. N. Stokes, Highland; J. W. Wilds, Nokomis, and Vic Haven, Greenfield; Legislative Committee, Ethan Allen Snively, Springfield

The Itinerary of the National Editorial Association

SECRETARY PARROTT'S ANNOUNCEMENTS AND PLANS.

THE COST

The cost is $41.00, railroad fare, round trip from Chicago to Chicago, or Detroit to Detroit. The miles traveled from Chicago to Chicago are 3,200. The trip from Chicago to Detroit and return, $10.00. The special rate is cheaper than any rate that could be obtained from Detroit, hence the Chicago rate, $41.00, is used in both instances. Eastern delegates will save travel by going direct to Detroit and are accorded the special party rate, $41.00, from that point. It is more than probable that a rebate will be coming back on the $41.00, several matters pending not closed, but to be safe and cover every contingency, the amount is placed at the low figure above quoted.

Every delegate should take the round trip and should respond at once. Remember the secretary is "holding the bag" and has to be responsible for special cars and fares. He must know the number desiring to attend so that he may release cars or make additional reservations.

MAKE FIRST DEPOSIT

All delegates making the entire trip must make the first deposit, $25.00, with the secretary, W. F. Parrott, Waterloo, Iowa, on or before July 12, 1911. DON'T FAIL. It helps and relieves the officer in charge greatly and is only fair to him.

THE QUESTION OF SLEEPERS

Has been a vexed one, because of the boat trip part of the way and the sleepers lying idle. Then, too, there is the question of parking privileges at Quebec and Montreal, and there may be an objection on account of sanitary conditions. Figuring the matter from every standpoint it is demonstrated that the most economical procedure, everything considered, is to charter Pullmans from Detroit to Detroit on the per diem basis.

Will endeavor to arrange parking privileges and in event of failure there are the hotels to fall back on. Even with this charge added, the charatered plan is the cheapest.

From Chicago to Detroit the Grand Trunk Railroad will furnish a handsome day train. From Detroit to Detroit the Association will have its own Pullmans. The berth rate for the entire trip will be $12, and this amount must be deposited with the secretary with the first payment. Send a total of $37 to cover Pullman service entrie trip, and first payment on railroad fare. If there are no accidents and delays there will be a rebate on the Pullman charge.

The usual assignment arrangement on berths will be adhered to.

THE ITINERARY SIDE TRIP.

Leave Detroit, 5:30 P. M., Thursday, July 20; arrive Kingston, 5:45 A. M., Friday, July 21; leave Kingston, 6:00 A. M., Friday, July 21; arrive Montreal 6:30 P. M., Friday, July 21; leave Montreal, 9:00 A. M., Saturday, July 22; arrive Quebec, 5:00 P. M., Saturday, July 22; leave Quebec, 7:00 P. M., Sunday, July 23; arrive Montreal, 7:00 A. M., Monday, July 24; leave Montreal, 10:00 P. M., Monday, July 24; arrive Toronto, 7:00 A. M., Tuesday, July 25; leave Toronton, 7:00 A. M., Tuesday, July 25; arrive Cobalt, 7:00 A. M., Wednesday, July 26; leave Cobalt, 4:00 P. M., Wednesday, July 26; Arrive Temagami, 5:00 P. M., Wednesday, July 26; leave Temagami, 9:00 P. M., Thursday, July 27; arrive Muskoka wharf, 4:55 A. M., Friday, July 28; leave Muskoka wharf 2:00 P. M., Friday, July 28; arrive Toronto, 6:00 P. M., Friday, July 28; leave Toronto, 9:00 P. M., Friday, July 28; arrive Chicago 10:00 A. M., Saturday, July 29.

Part of the trip is made by the R. & O. N. boat line, part by the White Star Dominion line and the big share by the Grand Trunk.

The folowing dispatch, dated June 21, 1911, explains itself:—

"W. F. Parrott, Secretary N. E. A., Waterloo, Iowa:

White Star Dominion Line advise have pleasure in extending National Editorial Association invitation for river trip, Montreal to Quebec, steamship "Laurentic," July twenysecond, 1911."

This is most delightful news, and gives the delegates the opportunity of a life-time of sailing in one of the largest and best appointed ocean steamers that plies the waters, the beautiful Laurentie." A most liberal courtesy and one that will be highly appreciated.

THE THOUSAND ISLANDS

In all their glory will be seen from the best possible standpoint. Since childhood days you have heard of their beauty and the opportunity to see is now within your reach. Avail yourself of the golden privilege.

CANADIAN CITIES.

By the itinerary it will be noted that from a day to nearly two days, in some instances, is devoted to the cities of Toronton, Montreal and Queebc—all wonderful Canadian cities filled with novel, picturesque and beautiful attractions. for the American tourist. Space will not permit a recital, but we will be in the hands of friends and a royal good time and most liberal entertainments are in store for the fortunate visitor.

The opportunity will be given to visit the mining district of Cobalt, rich in minerals, very interesting, and a source of pleasure to those privileged to enjoy. The miners there are arranging a unique entertainment. In the Muskoka country at Termagami there is said to be the best fishing in the world. Put your pole and fishing tackle in the luggage, it is very liable to be useful and a day's fishing is one of the expected possibilities.

The Muskoka country is a noted resort section with many pretty hotels and lovely sights, excelling in beauty and grandeur that of the Thousand Islands, if this be possible. Those speaking authortitatively and from actual experience, "leave to the last, because the very best."

WHAT IS SECURED?

A delightful travel by rail and boat, very best service, cover a distance of 3,200 miles.

Three days' convention ("seeing Detroit beautiful") under most favorable conditions, splendid entertainment.

Visit Toronto, Montreal, Quebec, Kingston, Cobalt, Muskoka country, and in the hands of friends. The genial Will J. White, so well and favorably known to all, will be with the party.

A steamship ride in the beautiful Laurentic.

A transfer to small vessel and a ride through and about the Thousand Islands group. Fishing, a visit to celebrated resorts, a tour of the lakes in the Muskoka country. Something doing all the time.

THE MEAL QUESTION EN ROUTE.

Will be cared for in a most satisfactory way, two diners furnishing excellent meals, table d'hote service. Breakfast and lunch, 75 cents; dinners, $1.00.

A DEMAND FOR THE TRIP.

For at least five years there has been a demand for the Canadian Thousand Island trip, and arrangements have been made to satisfy such demand. Inquiries have been constant. The center location for annual meeting, only takes two weeks from business, moderate expense, splendid entertainment all tend to make popular and attractive. There is going to be a large attendance, and you will want to be of the number. Be prompt, make the twenty-sixth annual event the record-breaker.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Department to Harry M. Basford, 516 Exchange Bldg., Denver, Colo.

WHILE competition in the printing business is probably becoming keener each year, the printer whose work shows a higher quality than the great bulk of printed matter is usually able to secure prices proportionate to the cost so as to show a profit on his product. Most people are willing to pay a fair profit to the printer if they are entirely satisfied with their work, and the greatest help in securing this profit is in being able to show your customers when occasion requires that you have a cost system which shows accurately the cost of every job. Aside from the fact that every manufacturer ought to know himself the absolute cost of his product, the principal benefit of the new cost systems is in being able to show a customer, who says your price is too high, the cost records of the job in question, convincing him at the same time that your price is not exhorbitant and that your methods are business-like and exact.

In response to the suggestion run at the head of this department that printers and publishers send samples of their advertising to me, I have received some highly creditable examples of good advertising. The Griffith-Stillings Press, Boston, Mass., sent me several samples and among them is a blotter carrying an interesting ad along this subject of costs. It reads as follows:—

Are You Buying Printing Right?

To every buyer of printing the Griffith-Stillings Press has a message worth considering. It is known to many as our Cost Plus 10 Per-cent Plan, and it is today in successful operation between us and some of the shrewdest and best posted buyers of printing. This equitable plan has advanced far beyond the experimental stage, it has been tested by time and trial, and has proven its genuine worth. Turn over your printing jobs to us and we will go ahead and get them out just as they should be, without making any estimate beyond an approximate one. Then, when the job is delivered, we will invoice to you the exact totals of all the cost tickets from the various departments, showing actual costs. To this we will add ten per cent for our profit. It is fair to customer and printer alike. The Griffith-Stillings Press is a big establishment and its system of cost-keeping is the most elaborate, and at the same time perfect, in the printing or any other business we know of. To attempt to manipulate costs would necessitate throwing the whole machinery into confusion, and require connivance of many employees—an absolute impossibility and obvious absurdity. By this plan you will get the finest work the Griffith-Stillins Press can produce. You will know what you are buying and that you have paid precisely what the actual cost of work was—plus our ten per cent. Send for booklet, "Something in it for Both of Us."

The idea is to do your printing on a basis of cost, plus 10 per cent. A plan fair and above board."

While the percentage of profit mentioned may seem low to many printers, if you look over the prices charged on a dozen jobs where you have given an exact quotation before doing the work, you will probably find that the twelve jobs have not averaged you as much as ten per cent on the old plan. I believe that the ten per cent plan is a good one and it only needs the confidence of the buyer in the printer to make it a successful means of getting business. This confidence can be engendered by the printer who is building up a reputation for fair dealing and should commend itself to both customer and printer alike which is the idea the ad seeks to convey.

The Denver Post of Denver, Colo., must be credited with a good deal of enterprise and originality even though it is often accused of being "yellow" and of other attributes which are criticised harshly. The Post recognizes that to be successful, a paper must boost for its own city and state and section and it is a constant booster for Denver, Colorado and the west. It frequently prints on its first page a "Boost for Colorado" like the sample shown and the idea is one worth considering by publishers in other sections of the country.

Another rather odd thing that the Post does is to print in a prominent place a paragraph like this, "When you have finished reading this copy of the Post throw it out of the car window. Some section man will perhaps pick it up and read it." The idea probably is to have as many persons as possible read each copy of the Post and to discourage the use of this newspaper on the pantry shelves.

Now that the printing business is becoming specialized so that we have plants who make a

specialty of one or more kinds of work, every printer should keep the public informed of his facilities for doing certain kinds of work. The house organ, "Kister's Komments," published by the W. H. Kistler Stationery Co., Denver, Colo., published the following ad, occupying one page, in the last issue, which carries out the idea suggested. The ad was illustrated by the cut of a printer with a chase, also shown. This cut is one of the new stock cuts of the American Type Foundry and is one that printers could make good use of in much of their advertising.

YOUR PRINTING ORDERS

Although the word "printing" does not appear in our firm name, our printing plant and allied manufacturing departments form one of the principal parts of our business. ¶We have facilities for doing printing of all kinds, lithographing, book-binding and steel and copper-plate engraving. ¶Two hundred people are constantly employed in filling orders of progressive western people who appreciate the "Kistler Kind" of work and six floors are occupied by our build-ing. ¶Our steel and copper-plate engraving is presented on other pages, but we want you also to know of our commercial printing department. ¶We handle the printing orders of the largest single buyer of printing in Colorado, and we can surely please you. ¶Our main view in printing is to make the work suit the purpose for which it is intended. For printing large quantities of business forms for temporary records, we have the Harris Rotary Presses, the only ones in the state. On these presses we print envelopes and other forms at the high speed of 5,000 to 10,000 per hour, which means a corresponding saving to you. ¶For printing fine catalogues and half-tone plates, we have presses adapted for that class of work. ¶And in our bindery we do all classes of work from fine art bindings to edition work, pamphlets and magazines. ¶Your mail orders are handled intelligently, and we have our printing business systematized so that our customers find it entirely satisfactory to mail us their printing orders, knowing that they will receive the same attention as though they had called in person. ¶We want to fill your orders, and we know that our big plant can be of useful service to you in producing ammunition for your advertising campaign, or in supplying your office stationery or any busines forms.

THE W. H. KISTLER STAT'Y CO., DENVER.

A well-printed advertising blotter is always a good medium for a printer's publicity because it combines a sample of his work with the ad in an article of every day use by every business man. If, in addition to the ad on the blotter, a line is run across the bottom stating the price at which similarly printed blotters will be furnished to the public, its publicity value is largely increased.

The Evening Bulletin, Philadelphia, is continually putting out good newspaper advertising When a sample copy is sent to a prospective advertiser, a form letter like the following is also mailed to him, printed on good stock with finely lithographed heading:

Dear Sir:—

Look for the copy of today's "Bulletin" sent you in the red wrapper.

"It's a pretty good example of how most retail stores in Philadelphia get maximum advertising service.

Many concentrate in the one newspaper that goes daily into nearly every Philadelphia home.

At practically one cost they are able to bring their announcements before the people who are within carfare distance of their stores.

Very truly yours,
WM. SIMPSON,
Business Manager.

Following is a part of a circular that is also sent by the Bulletin and the general effect of this is to inspire confidence in the reader. It is the kind of advertising that produces results:—

YOU CAN SOLVE

The Philedelphia Advertizing Problem With Known Quantities.

When you have a problem of any kind to solve, you must reach your conclusion through the operation of **known quantities.**

Just so the advertising problem is difficult of profitable solution, unless it is figured with **known quantities.**

Known Circulation The advertiser who uses the columns of "The Philadelphia Bulletin" deals absolutely in **known quantities.** All damaged, unsold, free and returned copies are omitted from the circulation figures of "The Bulletin," and the NET result sworn to and its books open to advertisers. The net paid daily average circulation of "The Philadelphia Bulletin," for each day of publication during February, 1911, was 257,837 copies a day; **a copy for nearly every Philadelphia home.**

Known Policy "The Bulletin" has one set of regulations for every advertiser and every advertising agency alike. It endeavors to be absolutely fair to each and every one. The policy of the paper demands that objectionable matter shall be excluded. In the matter of position, of typographic restrictions, of advertising statements open to question, "The Bulletin" deals uniformly with all.

Known Quality The known quality of "The Bulletin" is attested by the fact that its name is a household word in nearly every Philadelphia home; its circulation, its rates, and its policy, together with the returns it brings to advertisers, make it one of the first papers in the preparation of all lists for national advertising.

Known Rates "The Bulletin" has but one rate. Every advertising agency in the business, and practically every advertiser knows and recognizes this. There are no secret rebates. Every account on "The Bulletin's" books is open to every interested advertiser or advertisin gagency.

"In Philadelphia, nearly everybody reads the Bulletin."

This is followed by a condensed statement of the advertising rates and the names and addresses of special advertising representatives.

The rather old plan of giving premiums with want ads is still being successfully followed by newspapers throughout the country and is probably as good a way as any for a newspaper to build up its prestige as a want ad medium. If the premiums are carefully selected the public will

come for them and every additional want add secured in this way adds to the number of readers as well as to the advertising account. A paper that carries a large number of want ads will always be found to be generally read in the section where it is published.

Now a few suggestions to the publisher about co-operation with other papers in securing advertising. Such a policy is perfectly legitimate and is not likely to be classed by the public as a trust method. With combinations in almost every line of trade, publishers can also benefit by the principle of co-operation. One of the first associations of publishers was formed by the publishers of the small dailies of Ohio to increase their advertising patronage and to secure better rates. The North Star Daily Press Association, formed by the publishers of small dailies and weeklies in Minnesota, was perhaps next. This association was organized about twelve years ago and has been in successful operation ever since. I was one of the publishers who helped launch this organization and the plan followed there has proved a good one that well might be copied by publishers in other fields. Briefly, the association maintains offices in St. Paul, Minnesota, and the representative there works to secure as much advertising as possible for the papers represented, securing his remuneration in the form of percentage on the business secured. A uniform rate is maintained by each paper and the papers get their orders and instructions from the head office, which also makes the collections and remits to the publishers once a month in the form of a dividend check, for the amount collected during the month previous for advertising run in each paper. Publishers refer all inquiries for rates etc. to the central office and co-operate with one another in many other ways which increases the volume of money spent in Minnesota each year.

FINDS TIME TO READ THE N. P.-J.

Office of Eagle Publishing Company.

YOUNG AMERICA, MINN., June 9, 1911.

NATIONAL PRINTER-JOURNALIST, Chicago, Ill.

Enclosed find check for $2.00, to pay my subscription for another year. I believe my subscription expired last March. Am pretty busy, but always manage to find time to read the PRINTER-JOURNALIST.

Respectfully yours, ED. F. KOEHRING.

The Hays Advertising Agency, of Burlington, Vt., are sending out copy for the advertising of Robin Hood ammunition manufactured by the Robin Hood Ammunition Co., of Swanton, Vt. The campaign includes an extensive list of outdoor publications and trade papers, also a six months' campaign in over 2,000 weekly newspapers, principally in the South and West.

Reorganization of Barnhart Bros. & Spindler

THE BARNHARTS RETIRE AFTER FORTY YEARS WITH A BUSINESS THAT REACHES ALL PARTS OF THE NATION AND DOES ALSO A LARGE EUROPEAN TRADE—MANY OF THOSE WHO HAVE BEEN ACTIVE IN THE BUSINESS FROM TEN TO TWENTY-FIVE YEARS REMAIN AND TAKE CONTROL—WITH CAPITAL OF THREE MILLION DOLLARS—EMBRACING ALL BRANCHES OF THE COMPANY.

TO build up a great manufacturing business with branches extending across the continent and a trade reaching all over the world, this, too, in the face of strong competition and many adversities, is no small attainment.

It is not strange, but natural and wise, in the face of the conditions of the lives of mortal men, that those who have struggled, worked and won, should desire to retire and enjoy for a time the well-earned fruits and the rest of useful and successful careers. The history of such a business contains much that might be told in a story that would contain much of hardship, endurance and tragedy if not of real romance. The beginning of this

A. M. BARNHART

Retired President Barnhart Brothers & Spindler

great establishment was away back in the early sixties.

The Barnhart Bros. had been successful newspaper publishers, in Iowa, when G. W., Warren, A. M. and A. E. Barnhart decided to establish an advertising agency. It was conducted successfully for two years, when the Barnharts discontinued it to engage in the type foundry business.

Herman F. Toepfer with a family of four sons and two daughters had come to New York in 1850, from Saxe Weimer, Germany, where he had been engaged in a small way in type founding. He entered upon the casting of German type in New York City, but later moved to Chicago, where his establishment was soon absorbed by the Chicago Type

Foundry, but in 1867 the Toepfers withdrew from that firm and in 1868 established at 74-76 Madison Street the Great Western Type Foundry, for the casting of English and German type. Sales were limited to the capacity of two hand-casting machines, and business poor; deaths followed rapidly on a dull business season, and within four months the father and two sons were buried in quick succession and the business temporarily devolved upon the son, Herman Toepfer, until such time as it could be sold to close the estate.

The officers of the foundry and of the advertising agency of the Barnharts adjoined, and Warren Barnhart had become an intimate friend of the Toepfer family, and was urged by Herman Toepfer to buy the business. Warren wrote to his brother, A. M., then absent in St. Louis, urging the purchase.

Here friendship and tragedy had united in the future destiny of the business.

A. M. Barnhart, though at first objecting, consented, and in June, 1869, the business was purchased for fourteen thousand dollars by Geo. W. Barnhart, Warren Barnhart, A. M. Barnhart and A. E. Barnhart, Charles E. Spindler and Herman Toepfer, and was continued under the name of the Great Western Type Foundry. The Barnharts, within a few years, brought an aggregate of about $70,000 into the business, and while the establishment has grown to a three million dollar concern, through much work, planning, economy and self-denial, had this money been put at interest at the prevailing rates and been compounded every six months, as would hav been possible, the amount accumulated would probably have been as great without the work or worry. Figure it out for yourself. A thousand dollars loaned out at twelve per cent for sixty years, and compounded every year, will amount to one million dollars, and it takes the $1,000 forty years to reach to seventy thousand dollars At the same interest annually compounded, $70,000 would amount to four million, four hundred and eighty thousand dollars ($4,480,000) in a little less than forty-seven years.

A. E. BARNHART
Retired Vice-President Barnhart Brothers & Spindler

In 1870 Herman Toepfer's interest was bought by A. M. Barnhart, and the firm of Barnhart Bros. & Spindler was formed, and Warren, A. M., and A. E Barnhart, and Mr. Spindler took active management and conduct of the business, G. W. Barnhart, however, retaining his interest.

In 1883 the firm was incorporated with the same name and the first officers of the corporation were: President—A. M. Barnhart; Vice-President—C. E. Spindler; Secretary—Warren Barnhart; Treasurer—A. E. Barnhart; and these, with Angie S. Barnhart, Chas. E. Spindler, S. G. Stein and Chas. Murray, constituted the Board of Directors.

Immediate prosperity came with the new management, the business was greatly augmented by an order for putting on a new dress for the Illinois *Staats Zeitung* and a little later by a like order from the Chicago *Tribune*.

The orders taxed the ingenuity of the management and the resources of the establishment to the utmost, and all the active members of the concern worked to help out in the manufacturing departments.

M. W. BARNHART
Retired Treasurer Barnhart Bros. & Spindler

By the Chicago fire in 1871 the foundry was completely destroyed, excepting only a limited number of matrices saved by the prompt action of individual members of the firm, removing them, each time to a supposedly safe place, four times during the progress of the fire, and finally to the West Side, near Union Park.

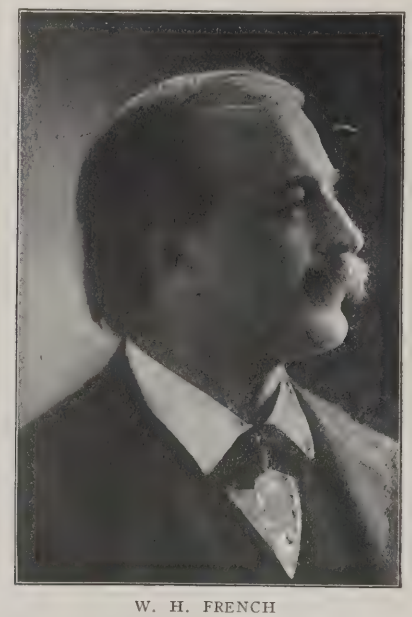
Before the disorder of the conflagration had subsided, arrangements were made for new headquarters on the fourth floor of 49 West Randolph Street. Here, with two casting machines, shipped by express through the courtesy of an Eastern connection, and the remnants from the fire, operations were resumed under disadvantages that would have discouraged persons possessed with less energy and zeal. Every single article had to be carried up three flights

of narrow stairs by muscular force alone. An improvement was made in this condition when, a few months later, the adjoining floor was secured, and a windlass hoist was rigged on the alley side of the building.

During this period so great was the congestion and confusion in the various railroad yards, that it was frequently necessary to personally locate cars in order to secure, and go with one's own wagons, and obtain freight.

In the spring of 1872 the prospects were so flattering for an increase in business, that a room was secured on the second floor of the same building, which was used as an office and salesroom until May 1873, when the foundry was moved to second floor of 107-109 Madison Street. Here, a front floor space of 30 x 100 feet, and a rear floor space of 60 x 70 feet, held the entire plant of Barnhart Bros. & Spindler. In this location, in the year 1874, the publication of *The Type Founder* was begun.

From this time, the growth of the business was marvelous. Several additional casting machines were secured, steam power being applied to a number of them. This innovation



W. H. FRENCH
President Barnhart Brothers & Spindler

was made possible by inventions of employes, and, with other improvements, increased materially the facilities for the manufacture of type and other material. The work of bringing out a specimen book, the first, had been begun before the fire, which destroyed most of the forms. Not until 1873 was the book finally completed. It comprised 200 pages, made up largely of the products of Eastern foundries, for whom the firm were agents, the exceptions being a small variety of body faces, and less than a dozen series of plain display faces of their own manufacture; the last book issued contained 1,000 pages, showing products of Foundry, and was wonderfully complete in every part.

The growth of the firm during the following years—1876-1892—necessitated constant enlargement and the seeking for more room until the present location in Chicago at 183-185-187 Monroe St., was secured. As the business developed, branch houses were opened at St. Louis, Kansas City, Dallas, Omaha, Seattle, St. Paul, Washington and New York City.

There has been necessarily, the addition of new members to working force from time to time, and they have all taken an active part in the development of the establishment and deserve, with the original members, full credit for the great accomplishments of the more recent years.

In 1882, Chas. Murray became a member of the company, assuming the duties of superintendent of the manufacturing department; at the same time Mr. Spindler, who had been superintendent since the business started, was compelled to retire on account of ill health, but he still retained his interest in the company.

In 1887, W. H. French, previously Asst. General Manager of the Associated Press, was admitted as a stockholder, took charge of the Correspondence Department, and a little later was elected a Director and Secretary of the Company.

In 1887, Chas. R. Murray became a member, sharing with his father the rapidly growing work of the Manufacturing Department. He became a stockholder in 1897, and since 1901 has been Director and General Superintendent of all Manufacturing departments.

CHARLES R. MURRAY
Vice-President and Treasurer.

H. C. Lewis became a stockholder in 1890, and soon after was elected a Director, and given charge of the Credit Department. He is now General Manager of the National Paper and Type Company of New York, a corporation which markets the Barnhart products in Mexico, Central America, South America and the West Indies.

M. W. Barnhart, a nephew of the senior members, became a stockholder in 1896. Later he took charge of the Purchasing Department and was made a Director. In 1904 he was elected Treasurer.

In 1899, E. W. Conable and R. B. Hovey, nephews of the senior members, took positions in the credit and general sales departments. In 1904 they became stockholders, and were elected Directors.

Charles Murray and Warren Barnhart, both widely known and highly respected members of the company, passed to their reward in the early part of the present decade, 1901 and 1904.

If space allowed it would be of interest to enter into the history of the development of the products of manufacture.

THE REORGANIZED BARNHART BROTHERS & SPINDLER.

All the stockholders—except A. M., A. E., and M. W. Barnhart—who have been above mentioned, remain in the reorganized establishment, which with a capital of $3,000,000, takes in all the branches and associate houses that have been named and makes one establishment that will be directed from Chicago as headquarters.

The officers of the new company are W. H. French, President; C. R. Murray, Vice-President, Treasurer and Superintendent of Manufactures; E. W. Conable, Asst. Treasurer and Secretary; C. E. Spindler and R. B Hovey remain Directors. The new members of the reorganized company feel that A. M. and A. E. Barnhart, after forty-three years of continuous pulling in the traces of the great business, are entitled to their well-earned rest and that they have left with the business a reputation for ability, energy and unswerving integrity that is a proud legacy.

E. W. Conable
Assistant Treasurer and Secretary

It is hoped and believed that the same traits will characterize the present management who, in fact, as shown, have for many years been prominent in the conduct of the business. We feel that both the retiring and the new members are to be congratulated; the former on work well done and signal success attained, and the latter upon coming into the control of so extensive and so well established a business with so clean and high a reputation that affords such worthy service to all educational and business interests, under conditions that promise to give more stability to the printing business and to result in benefit to all members of the graphic arts.

R. B. Hovey
Member of Board of Directors

DENVER BRANCH U. T. A.

U. T. A. Convention and Third Cost Congress.

There will be in Denver the first week in September at the Brown Palace Hotel the Twenty-fifth Annual Convention of the United Typothetæ of America. At the same time will be held the Third International Cost Congress. These are meetings of Master Printers to consider and devise ways and means for promoting the interests of the Printing business and the operation of the American Standard Cost System in our shops.

If not acquainted with the great educational work of the United Typothetæ of America, please write for information. It is well worth looking into.

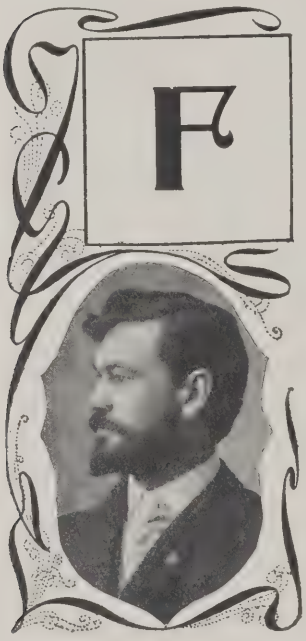
Many State societies are being organized to promote this important movement for the benefit of Master Printers. We want to be up-to-date in Colorado. So think it over and be prepared to act when you come to the Convention in September.

It is hoped you will plan to attend these conventions in Denver, September 4-7, 1911. Earnestly inviting you to make one of the crowd on this important occasion, we remain,

W. H. Kistler, President.
Wm. G. Chamberlin, Jr., Secretary.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.



FOR a number of years I have been seriously pondering on the subject, and have at last become thoroughly convinced that the practice of sending one's newspaper to delinquent subscribers year after year, without order and without pay, is positively a losing and obsolete policy, dating back to a day so much darker than this that the people did not well enough know and appreciate the value of a newspaper to take it under any other conditions. It is not only extremely unbusiness-like, but, likewise extremely unprofitable.

In nearly every weekly newspaper subscription list with which I have come in contact during my connection with the calling I have found enough delinquents to eat up every cent —or at least a big piece—of the profits on the entire circulation. Any business man can tell you in short order that such a state of affairs is ridiculous.

We newspaper men ought to become better business men. Until we do become better business men—until we coax up enough nerve to insist upon payment of all subscriptions in advance, and stop the old-time fallacy of forcing our papers upon many people who do not specifically order them, just so long will we continue to lack the respect from the good people that is our due, and have a hard time paying our monthly bills. In fact, how can we consistently expect to command and claim for our business the esteem of our fellow men when we ourselves do not possess enough regard for it to insist upon our pay when we deliver the goods, and stop delivering the goods so soon as the order has been filled?

There's nothing in the world so hard to pay for as a "dead horse," and, to the average mortal, five or six years' subscription arrearages become nothing short of a "dead horse." Nine times out of ten, when a delinquent subscriber to a newspaper is asked to settle his account, he declares the paper is no good, that he never wanted it and never subscribed for it. In a single breath he both lies and tells the truth. We know that in a majority of cases the delinquent wanted the paper and liked it, else he would not have accepted and used it; but, when he first came into the office and planked down his money for the one year's subscription, that did not signify that he was ordering the paper sent to his address for life. We have all to admit the logic of that.

A thing that is of so little value that its maker can afford to furnish it to the consumer without the latter's specific order and adequate compensation, cannot help but suffer indignity and depreciate deplorably in public judgment. And yet nobody can deny that that is just exactly what a lot of us newspaper-makers are doing for our calling—cheapening our product in the alien eye and reducing the profession to a state of ridiculous unprofitableness.

It certainly needs no argument to convince any man with brains enough to run a newspaper that we ough to demand advance payment of subscriptions and then when the term of subscription expires, discontinue the paper. Thus we would teach the people the value of a newspaper; teach them to appreciate a newspaper, and to "dig up" for it, if they wanted it.

How else can it appear than, if a manufacturer, or set of manufacturers, will force their product upon the public and thus continually take long chances on collections, that that product must be of extremely little worth and of mighty little expense to the maker? This explains why so many, many people have never made good their delinquencies to some of the best newspapers in the land.

That newspaper man who doesn't count the cost of white paper, of ink, labor and the wear and tear on his presses is surely unworthy to

tackle such a big proposition as the publication of a newspaper. Nevertheless, I believe I have infrequently heard it boasted that the expense of a big circulation was so little greater than that of a small one that it was hardly worthy of notice. I must differ; and am glad to note that there are many other newspaper men sufficiently skeptical on this point to insist upon payment of subscriptions in advance, and—what is more important—to stop the paper as each subscription expires. This means that for every name on the list the publisher is getting the full subscription price, and that not one half of the list is eating up the legitimate profit on the other.

A universal adoption of this plan I'm confident would mark an epoch of advancement in the efficiency, dignity and prosperity of the newspaper calling.

COVINGTON, TENN., May 19, 1911.

DEAR MR. COPPER:—You haven't heard from me in quite a while, so I just thought I would send you in a late creation to let you know that I was still doing time in the ad. room of the Covington Leader. In these days there are so many good piece of type work in nearly all ads. that it is sometimes hard to tell when a printer has done something a little out of the ordinary and many a good piece of type work often goes by unnoticed and unappreciated because the public, as a rule, does not know how to appreciate the efforts of the printer.

I doubt whether you will think this piece of composition is anything out of the ordinary, but I venture the assertion that you do not see this kind of stuff every day, and will

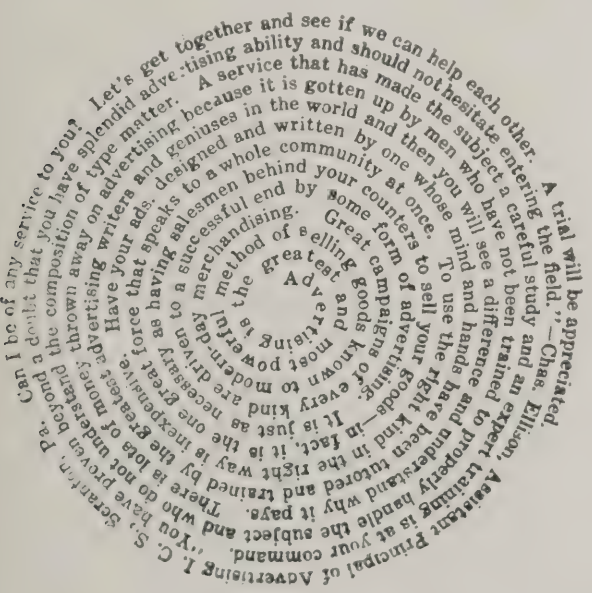

Can I be of any service to you? Let's get together and see if we can help each other.
A trial will be appreciated.
Advertising
the greatest
method of selling goods
known to modern day
most powerful
thing
in every kind are necessary
It is just as
in fact, it is the one great
force that speaks to a successful end by some form of advertising.
Have your ads. designed and written by one whose mind and hands have been trained to properly handle the subject and who do not be drawn away on advertising because it is gotten up by men who have not been trained an Elliston,
Assistant Principal of Advertising I. C. S., Scranton, Pa.
"You have proven beyond a doubt that you have splendid advertising ability and should not hesitate entering the field."—Chas.
A service that has made the subject a careful study and an expert
There is the greatest of modern
Thrown away on advertising because it is gotten up by men who have not been trained
type matter. A service that has made the subject a careful study and an expert
and geniuses in the world and then you will see a difference
designed and written by one whose mind and hands have been
to a whole community at once.
salesmen behind your counters to sell your goods—In fact, it is the one great
merchandising. Great campaigns of advertising. To use the right kind of
Advertising
goods
power
driven to
necessary
inexpensive
waste
tutored and trained
way is
why it pays.
by the

Exhibit 1

try to get a sufficient "toe hold" to stand the "uppercut" you may see fit to deliver in the event you think it worth while to say anything at all.

Thanking you for the honest criticisms you have given me in the past and assuring you that they have always been greatly beneficial and properly appreciated, I beg to remain,

Yours very truly, TOM MCGREGOR.

As a rule I am no admirer of freak typography of any kind, but must admit that these freakish things from my friend Tom McGregor are usually highly original and extremely difficult of making—and there's the rub—entirely too difficult to ever be held up for copy. The piece of composition herewith reproduced as exhibit No. 1 must take a high place for oddity, intricacy and unusualism, but is practically without value as modern advertising. A puzzle-fiend would doubtless be delighted with the prospect of deciphering its message, but the average individual is not sufficiently swivel-necked nor has the time to devote to such things. In justice to Brother Tom, it must be explained that all of his work is not upon the freak order: He knows how to set sane ads, too, as the copiously supplied pages of the Covington, Tenn., Leader readily demonstrate. It is only occasionally that he produces one of his extraordinary specimens, just to exemplify his skill as a compositor.

The Stanford Interior Journal is an every-Tuesday-and-Friday sheet published in Lincoln county, Kentucky, by Shelton M. Saufley. It is a seven-column folio, printed entirely at home. The matter is Linotyped. Contents are creditable, but the impression secured is abominably bad. The man who writes the heads evidently doesn't care or doesn't know how. Stair-step, inverted pyramid style is attempted for the double deckers, but the two lines in the stair-steps are sometimes long, sometimes short and never are the two in a single heading of anything like an even length. Just so with the pyramids: Sometimes they run into three lines, sometimes into four and again into but two. Such evidences of carelessness is disgusting. Editorial and reportorial work are goood. Wish I could say the same for the mechanical work. The most remarkable fact about this publication is that during April 115 new subscribers were secured, with the prospect that the circulation will soon reach 5,000 and the paper's frequency of issue be increased from twice to thrice a week.

VIRGINIA, MINN., May 22, 1911.

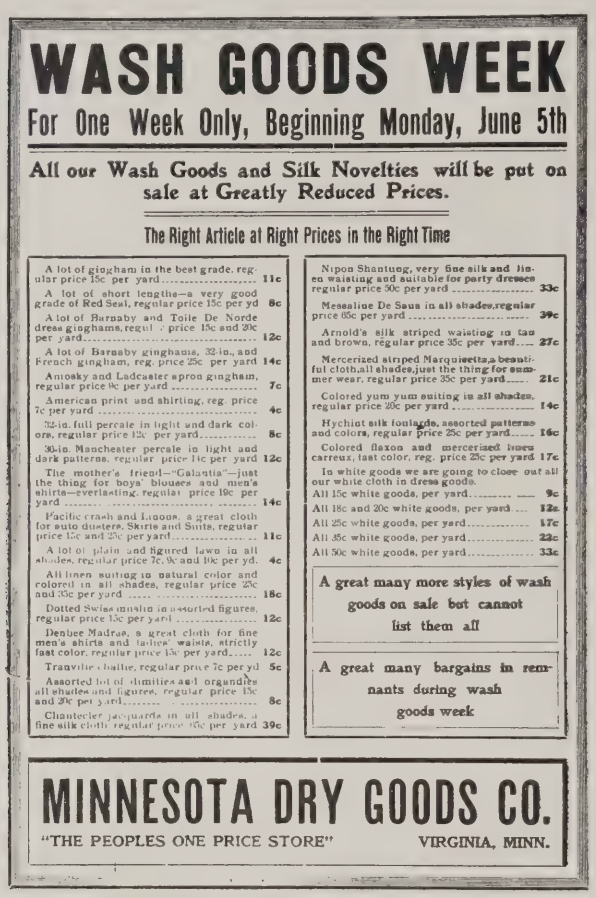
O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you a few ads. on which I would like to have your criticism. Wish you would also send me a copy of the NATIONAL PRINTER-JOURNALIST containing criticism, and oblige, Yours very truly,

RUDOLPH SMITH.

Brother Smith's specimens prove him to be a compositor of considerably more than ordinary skill, with the sense and taste of a real artist; but, unfortunately, nearly all of his proofs have been taken on colored papers, so that I am unable to reproduce them, doubting the cam-

era's ability to cope with the pigments of the stock. As exhibit No. 2, I am showing just one of these Smith specimens, which will not in the least do justice to the balance of the budget,



WASH GOODS WEEK

For One Week Only, Beginning Monday, June 5th

All our Wash Goods and Silk Novelties will be put on sale at Greatly Reduced Prices.

The Right Article at Right Prices in the Right Time

A lot of gingham in the best grade, regular price 15c per yard 11c
A lot of short lengths—a very good grade of Red Seal, regular price 15c per yd 8c
A lot of Barnaby and Toile De Norde dress gingham, regul r price 15c and 20c per yard 12c
A lot of Barnaby gingham, 32-in., and French gingham, reg. price 25c per yard 14c
Amoskeag and Lancaster apron gingham, regular price 9c per yard 7c
American print and shirting, reg. price 7c per yard 4c
32-in. full percale in light and dark colors, regular price 12c per yard 8c
36-in. Manchester percale in light and dark patterns, regular price 14c per yard 12c
The mother's friend—"Galantia"—just the thing for boys' blouses and men's shirts—everlasting, regular price 19c per yard 14c
Pacific crash and Linous, a great cloth for auto dusters, Skirts and Suits, regular price 15c and 25c per yard 11c
A lot of plain and figured lawn in all shades, regular price 7c, 9c and 10c per yd. 4c
All linen suiting in natural color and colored in all shades, regular price 25c and 35c per yard 18c
Dotted Swiss muslin in assorted figures, regular price 15c per yard 12c
Denbee Madras, a great cloth for fine men's shirts and ladies' waists, strictly fast color, regular price 15c per yard..... 12c
Trauville chalie, regular price 7c per yd 5c
Assorted lot of dimities and organdies all shades and figures, regular price 15c and 25c per yard..... 8c
Chantecler jacquards in all shades, a fine silk cloth regular price 45c per yard 39c

Nipon Shantung, very fine silk and linen waisting and suitable for party dresses regular price 50c per yard 33c
Mesaline De Sans in all shades, regular price 65c per yard 39c
Arnold's silk striped waisting in tan and brown, regular price 35c per yard..... 27c
Mercerized striped Marquisette, a beautiful cloth, all shades, just the thing for summer wear, regular price 35c per yard..... 21c
Colored yum yum suiting in all shades, regular price 20c per yard 14c
Hychiat silk foulards, assorted patterns and colors, regular price 25c per yard..... 16c
Colored linen and mercerized linen carreux, fast color, reg. price 25c per yard 17c
In white goods we are going to close out all our white cloth in dress goods.
All 15c white goods, per yard..... 9c
All 18c and 20c white goods, per yard 12c
All 25c white goods, per yard..... 17c
All 35c white goods, per yard..... 22c
All 50c white goods, per yard..... 33c

A great many more styles of wash goods on sale but cannot list them all

A great many bargains in remnants during wash goods week

MINNESOTA DRY GOODS CO.

"THE PEOPLES ONE PRICE STORE" VIRGINIA, MINN.

Exhibit 2

since this sample is next to the least praiseworthy in the lot. The three full-page ads were especially good, and leave little room in any particular for adverse comment.

FRANKLIN, ILL., May 5, 1911.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I enclose three copies of the same ad, two of them set in country offices and one in a county seat. One of them was set in my office, but I do not care to identify any one of them, as I would like to see them reproduced in your department of the N. P.-J. with comments as to relative values.

Thanking you for whatever you may say, and for past criticisms, I remain, Yours truly,

W. U. LUTTRELL.

I have placed these three advertisement specimens from Brother Luttrell in the order of respective excellence, the best being shown as exhibit 3, the next best as No. 4 and the one of least excellence as No. 5. My chief objections to the first example must be anent those underscores below "Challenge Sale" and especially under the three shorter lines. If these latter rules had been left out and the space thus gained devoted to white above and below these three indented lines, the result would have been ideal. And the white space to be gained by omission of the underscore of the main line

This is the largest Exclusive Suit and Millinery House in Central Illinois

EMPORIUM

JACKSONVILLE, ILL.

Ask your friends about us If you don't know where we are located, ask some one

CHALLENGE SALE!

Begins Friday, April 28th, at 9:30 a. m.

and will Continue for 15 Days. $50.000 Stock of New, High Class Wearing Apparel for Women, Misses and Children, also Millinery Will be Offered

AT 30c TO 50c ON THE DOLLAR!

Our factory at 717-719 Lucas Ave., St. Louis, sent us the entire ready made garments, and several surplus stocks that our buyer secured in New York only a few days ago. Tailor-made Suits, Cloth and Satin Coats, Silk and Washable Dresses, Skirts, Petticoats, Waists and Millinery. THIS WILL BE THE MOST GIGANTIC SALE OF ITS KIND EVER LAUNCHED BY ANY SPECIALTY STORE IN THE STATE. Here are only a few of the many bargains:

$5 Silk and Messaline Waists 1.69	$15 All Silk Pongee Coats 6.88	$1 White Shirt Waists - 38c	$4 Ladies' Trimmed Hats - 1.98
$15 All wool Suits at - 5.95	$15 Silk Dresses, great variety 6.95	$3 Embroidery Waists 99c	$10 Ladies' Dress Hats - 3.98
$25 Fine Serge Suits at - 8.95	$5 White Lingerie Dresses 1.95	$4 Panama Skirts - 1.69	$2 and $3 College Sailors - 98c
$5 Wash Coats, full length 1.95	$10 to 15 Lingerie Dresses 4.95	$10 Silk Braided Veil Skirts 4.88	$2 Children's Hats at - - 89c

Exhibit 3

would have lent far more force to that line than rules can ever lend. The rules used as underscores in the four columns of the displayed

This is the largest exclusive Suit and Millinery House in Central Illinois.

EMPORIUM

JACKSONVILLE - ILLINOIS

Ask your friends about us. If you don't know where we are located, ask someone

CHALLENGE SALE!

Begins Friday morning, April 28, 9:30 o'clock

and will continue for fifteen days. $15,000 stock of New, High Class Wearing Apparel for Women, Misses and Children, also Millinery, will be sacrificed

AT 30c TO 50c ON THE DOLLAR!

Our factory at 717-719 Lucas Ave., St. Louis, sent us the entire ready made up garments, and several surplus stocks that our buyer secured in New York only a few days ago. Tailor Made Suits, Cloth and Satin Coats, Silk and Washable Dresses, Skirts, Petticoats, Waists and Millinery. This will be the most gigantic sale of its kind ever launched by any specialty store in the state. Here are only a few of the bargains.

$ 5.00 Silk and Messaline Waists $1.69	$15.00 All Silk Pongee Coats $6.88	$ 1.00 White Shirt Waists - - $ .38	$4.00 Ladies' Trimmed Hats - $1.98
15.00 All Wool Suits for - 5.95	15.00 Silk Dresses, great variety 6.95	3.00 Embroidery Waists - .99	$10 Ladies' Dress Hats - 3.98
25.00 Fine Serge Suits for - 8.95	5.00 White Lingerie Dresses - 1.95	4.00 Panama Skirts 1.69	$ 2 and $3 College Sailors - 98
5.00 Wash Coats, full length - 1.95	10.00 to $15 Lingerie Dresses 4.95	$10 Braided Silk Voile Skirts 4.88	$ 2 Children's Hats at - - - .89

Exhibit 4

price-list at the bottom are not objectionable, especially inasmuch as such fine taste in choosing the one-point face was exercised. The sec-

¶ This is the Largest Exclusive Suit and Millinery House in Central Illinois.

EMPORIUM

JACKSONVILLE, ILLINOIS

¶ Ask your friends about us. If you don't know where we are located, ask some one.

CHALLENGE SALE!

Begins Friday, April 28th, at 9:30 a. m.

and Will Continue for 15 Days. $50,000.00 Stock of New, High Class Wearing Apparel for Women, Misses and Children, also Millinery, will be offered

AT 30c TO 50c ON THE DOLLAR!

Our factory at 717-719 Lucas Ave., St. Louis, sent us the entire ready made up garments, and several surplus stocks secured in New York only a few days ago. Tailor-made Suits, Cloth and Satin Coats, Silk and Washable Dresses, Skirts, Petticoats, Waists and Millinery. This will be the most gigantic sale of its kind ever launched by any specialty store in the state. Here are only a few of the bargains.

$5 Silk and Messaline Waists 1.69	$15 All Silk Pongee Coats 6.88	$1 White Shirt Waists 38c	$4 Ladies' Trimmed Hats at 1.98
$15 All Wool Suits at 5.95	$15 Silk Dresses, big variety 6.95	$3 Embroidery Waists 99c	$10 Ladies' Dress Hats 3.98
$25 Fine Serge Suits at 8.95	$5 White Lingerie Dresses 1.95	$4 Panama Skirts for 1.69	$2 and $3 College Sailors at 98c
$5 Wash Coats, full length 1.95	$10 to $15 Lingerie Dresses 4.95	$10 Silk Braided Voile Skirts 4.88	$2 Children's Hats for 89c

Exhibit 5

ond example (exhibit 4) is good as to typography, but lacks in whiting out as well as in ju-

dicious employment of rules. The use of so many short pieces of rule gives a hard, choppy effect; and the monotonous "flush" style gives an impression of heaviness that repels a busy reader. The last example (exhibit 5) is a crude piece of work. It bears all the ear-marks of the ill-equipped country shop and the ignorance of a dub-printer. It has no redeeming qualities that I can detect. It is crowded, unsightly and extremely mussy throughout. Its creator ought to profit by the comparison here made between the three specimens.

KENMARE, N. D., May 13, 1911.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am mailing you under separate cover a copy of a page ad that I set up last week. I would be glad to have you pass criticism on it in your valuable department of the NATIONAL PRINTER-JOURNALIST.

Yours truly, H. C. KENYON.

Compositor Kenyon's ad is quite a creditable piece of work. I am favorably impressed with it generally. In style it shows an ability to get away from the "calf-path" of customary typography, and its simplicity is to be commended. However, I consider it a mistake to have underscored the store's name at the top as well as "Ten Days Only" at both sides of "Sale." (Exhibit No. 6.) It would have been all right, though, to have placed a rule both above and below these latter lines, and, if a score was to be used under the name, then at least another nonpareil slug, or even a pica, should have been inserted between it and the line of type following; which could easily have been transposed from the bottom of the ad, where the amount of white space is too great, anyhow. The manner in which the brass rules, used as division lines in the price list, failed to conjoin is an error, which in future this compositor should eschew.

Kenmare Cash Store!

GREAT ECONOMY SALE

Ten Days Only — Ten Days Only

Tuesday, May 16th, To Saturday, May 27th

Fare Refunded On All Purchases Over $25.00

Fare Refunded On All Purchases Over $25.00

L. KNUDSON PROPRIETOR

Kenmare Cash Store!

KENMARE NO. DAK.

Exhibit 6

MEADE, KAN., June 3, 1911.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you under separate cover a copy of the Meade County News for criticism. I am editor, foreman and pressman as well as make-up and "devil" on this sheet and if there is anything right about it, am entitled to all the glory.

Thanking you, I beg to remain,

Yours very truly, J. B. MILLER.

The Meade County News is an all-home-printed folio. In point of typography it is a pretty paper and is nicely printed, too. The newsgathering is only fairly well done, but all editorial work is clean cut and cultured. The mechanical make-up shows lack of method and ads on the front page. Some neat ad specimens are created, one of which it affords me pleasure to reproduce herewith as exhibit 7. This alone stamps Brother Miller as a neat compositor.

A Fetching Costume

McCall Patterns No. 4112—Waist. No. 3787—Skirt Price, 15 cents each

A FETCHING COSTUME

A dainty little frock of bordered batiste.

The waist, made in peasant style, has a wide tuck extending over the shoulder. The skirt has the popular narrow lines.

Our Pattern Department offers an attractive selection of the latest modes.

A Charming Costume

McCall Pattern No. 4107 Price, 15 cents

A CHARMING COSTUME

A smart frock of pink linen, braided with black soutache.

This frock introduces the seasons best-liked style features in a pleasing manner.

At our Pattern Department will be found the latest ideas in style.

The Stevens Dry Goods Co

EVERYTHING TO WEAR

Phone 230. I. O. O. F. Bldg. Meade, Kansas

Exhibit 7

QUARRYVILLE, PA., May 20, 1911.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—In this mail I send to you copies of the Sun, and I would be glad to receive a copy of your newspaper of recent date. Truly yours,

HOWARD REYNOLDS.

This paper is the same in size as that above reviewed. It has some features that place it above the former considerably in degree of excellence: The first and foremost of these features is its mechanical make-up. The initial page is delightfully clean and crammed to the chases with excellent news-stories and correspondence. All of these have heads of a modest style and face, while the body is set in minion. As a rule all pages are made up according to the ideal plan of this department, and, that there is class to the ad composition is demonstrated herewith by the reproduction of Exhibit No. 6. This is a trifle fussy, perhaps, and likewise a trifle old-fashioned, with its flowery border, but is nevertheless touched with a skilled hand.

Men's Porous Knit Underwear,
21c
SPECIAL PURCHASE
Boys' Overalls,
19c
It Has Paid You to Wait.
We Under Sell, But Do Not Under Value.
More than twenty-five hand some patterns which you would have paid one third more for one month ago.
WORSTEDS
CASSIMERES.
SERGES
The shades include the rich est Brown Grays Blues Tans and Fancy Pin-head Stripes and Overplaids.
$13.50 All-Wool Suits for
$10.00.
$16.50 Wool Suits for
$12.50.
$20.00 Wool Suits for
$15.00.
Come, Look 'Em Over
Every Suit Hand Tailored.
Quality and Quantity.
Shoes, Shoes, Shoes, Shoes.
Women, a treat for you—150 Pairs of WOMEN'S FINE OXFORDS in the Latest Styles and Shapes, $2.00 values for $1.49.
All of our MEN'S $2.50 SHOES and OXFORDS for $1.98.
100 PAIRS OF
Men's Working Pants,
$1.00 values : : for 69c
Men's Working Shirts 41c
Men's Balbriggan Underwear, 21c
Fine Silk Four-in-Hand Ties, 19c
Boys' Shirts, 19c
Men's 50c Suspenders, 21c
A Pointer: Get to KNOW US—IT PAYS
Men's Union Suits,
59c
Outlet Clothing Co.,
Fred Reynolds' Building,
Quarryville, : Pa.
Men's Fine Dress Shirts,
41c

Exhibit 8

LAWRENCEBURG, IND., June 5, 1911.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I mailed you last week a marked copy of the Press, just to show you what a printer, who is also an ex-editor, can do in the way of setting fairly readable feature stories from notes in his memorandum book. The Memorial Day report I wrote, but nearly all of the remainder of the front page I put in type without writing. In the matter of classification, in make-up, I endeavored to group similar items together, so far as practicable, and think I have succeeded. The Press has changed hands three times, or rathr had three owners, in about four months. Rather kaledioscopic, isn't it? With kindest regards, I am,

Very truly, E. S. SMASHEY.

The foregoing interesting letter is quoted verbatim for obvious reasons. Where is the country printer-journalist who has not won his pre-press-day race against time by "writing" his copy in "cold type"? I believe it was no less a personage than William Dean Howells, who, as a jay printer-journalist back on the Sentinel in Ashtabula, Ohio, dug a serial story out of the case. The only trouble with that story, I've heard, was that its author could not bring it to a close; it ran on and on and on until the Sentinel readers were sick of it; but that has nothing to do with the point. I have a friend, Harry Bailey, who is now editor and publisher of the Richland Center, Wisconsin, Rustic, who is one of the finest printer-journalists I have ever known. He is, like Brother Smashey, a true type-artist, and likewise a clever and gifted master of written English. He once confessed to me that much of his most original and touching feature matter was created right at the case with stick and rule, just as Brother Smashey confesses he "wrote" the stuff for this edition of the Lawrenceburg Press. I know how Brother Smashey did it, for this "case-writing" is a trick in which earlier necessity compelled me to acquire more or less efficiency myself. Some newspaper men feel it beneath their dignity to dirty their fingers by handling type, but to me, as I am confident it must be to Brother Smashey, the greatest satisfaction comes when I can personally reduce my thoughts to type. The completed result has that satisfying "perfect punctuation," "perfect spacing," and all those finer features that escape all but the "perfectly" educated printer-journalist. I can readily detect this perfection in all this work from Brother Smashey, who clips one of his unique feature stories and sends it to me with the suggestion at the bottom: "I think you will concur in the Christian Science views which I worked in when I put the foregoing in type." While I am a Unitarian, yet I do appreciate the "Christian Science" logic set forth in this "story"—so much so in fact that I shall quote the story in full as follows:

FOUR SCORE AND FIVE.

ARE THE MEASURE OF YEARS ATTAINED BY PETER BRAUN.

Peter Braun, one of Lawrenceburg's best known and most honorable citizens, celebrated his eighty-fifth anniversary Thursday with a family gathering at the home of his son, P. C. Braun. Sixty-five years ago Mr. Braun came to this city, and here he has ever since resided, a man who has been of unquestioned worth to the community in which he early in life cast his lot. From 1856 to 1905, a period of nearly half a century, he was identified with the banking interests of Lawrenceburg. The active life of Mr. Braun has ben a complete refutation of the commonly accepted fallacy that the years of a man's usefulness may be arbi-

trarily limited by calendars or the birth record in the family Bible. If a man lives wisely and temperately, conserving his energies and resolutely setting his mind against the belief that three score years and ten are one's limitations, there is absolutely no reason whatever why the age of four score or more may not find its bearer in the physical condition that Moses was at the age of one hundred and twenty years, when the recorded word says "his eye was not dim, nor his natural force abated." These comments may be slighty divergent from the item of news with which this article begins, but when the chronicler of local events is also something of a philosopher he finds frequent opportunity to use a living text upon which to base suggestions that may prove helpful to those who are now young and at the formative period when wholesome advice is most needed.

The quotation of such "good stuff" in these columns cannot help but inspire others of the calling, even as a mere study in journalism; but I have had a double reason in quoting it here: Besides its regular merits, I wanted to point to the clever way in which its author diverged upon thoughts caught from a deeper strata of mind than is usually explored by average country newspaper writers.

MIDLAND, MICH., May 23, 1911.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Have been reading the NATIONAL PRINTER-JOURNALIST with much interest for a long time, and am sending a few samples which I would like to have you criticise.

I am foreman of the Republican and anything you might say with regard to the make-up of the paper or any other criticism, will be appreciated.

I remain, very truly yours, CHAS. B. SPENCER.

I would naturally judge from its appearance that the Midland Republican is a daily publica-

The Midland Republican.

NARROWLY AVERTED TERRIBLE FIRE DISASTER IN THIRD WARD

TRAGIC DEATH OF MAGGIE COOKS

FIFTY NINE YEARS IN MIDLAND CO.

STANDARD OIL CO MUST DISSOLVE

Why I Buy At Home?

Exhibit 9

tion, and especially am I led to this belief by the fact that some of the number of copies at hand are dated Thursday while others are dated Friday, but my directory has it listed in the weekly class. It is a seven column quarto, well printed and newsy, with an editorial department of exceptional strength and merit. The accompanying reproduction of the first page will give a good idea of what the mechanical makeup is like. (Exhibit 9.) It is creditable, but I like to see balance in all typographical work and especially in the makeup features. I dislike the style of headings adopted by this paper, that is, the hanging-indention in the subheads. The inverted pyramid is better. I think Brother Spencer does pretty well by keeping his displayed ads as nearly to the right-hand side as practicable, but I notice he takes the column-tops for the ads in preference to reserving them for reading matter, which is contrary to the best judgment and usage in the matter. That's a sort of cute idea, using that round-cornered rule to connect the cut-off with the column under the double column heading over a single column article. Throughout Mr. Spencer's makeup work shows careful treatment, but as a rule the ad work is ordinary indeed.

..... FOWLER, KAN., May 27, 1911.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover I am sending you a copy of the Fowler Gazette, which I would be pleased to have you criticise through the NATIONAL PRINTER-JOURNALIST.

The Gazette is the only paper in Fowler, which is a town of 500 population. I want to especially call your attention to my editorial page and woud be pleased to have your ideas on what you think of such a page for a country paper.

My newspaper press is a Diamond Cylinder. I have been in the newspaper business for four years and took hold of this paper four years ago without experience and in that time have worked the paper up from a two-page to a six-page and from 275 circulation to 950.

I get your valuable magazine each month at the News Stand and read it with great interest.

Yours respectfully, I. J. STANTON.

Without stretching it in the least, I can say that, under the circumstances the Fowler Gazette is a veritable wonder. Though its publisher has had but four years' experience in the calling, it is quite evident that he has had something more valuable than experience, and that is an abundance of undeniable natural ability. A dainty clean front page is maintained, made up exclusively of fine headed news stories and short local mention. The editorial style is admirably alive and entertaining, and while the style of typography is of the one-sided variety, it is none the less attractive and up-to-the minute. And as to this editorial page of Editor Stanton's, it's simply the real thing. Some months ago, in my poor way, as an introductory thought for this department of the National Printer-Journalist, I outlined what I considered an ideal editorial plan for a country weekly, and here so soon I am honored by the

receipt of that plan actualized. Brother Stanton builds his editorial department out of local stuff. The news events of his local field, that is to say, furnish him with subjects and inspiration for his editorial page. For instance: In the issue of May 26th last, which is the one on my desk, the leading news stories tell about the proposed establishment of a city well, an educational rally at Meade and a statement from the the directors of a local academy, and each of these suggested the subject for editorial expression. What the editor said in his own column was something in each instance entirely different from the news paragraphs. Here he got a crack at the thing from his own personal standpoint. Here he viewed the propositions not in a public way, but as an individual, and criticized and praised, as each case warranted. The good editor can do both as occasion requires, and I want to tell you right here that Brother Stanton is a good editor. Following these weightier editorials came a column of half-lengths which are as good as anything from the late lamented M. Quad. Here are a few of them in their purity:

Whoop it up when you win, for when the other fellow wins you won't feel like it.

I can set down and plan my work half an hour and then hump it up for a week and not half work my plans.

They say "A man's work is from sun to sun, but a woman's work is never done." I always held that you couldn't get anything done and talk all the time—and you know the failing of some women.

The thing that makes me the tiredest is to have a man come up and make a big fuss over me to my face and then go across the street and tell somebody that I am the biggest fool in town.

The sentence of some judges is passing cruel. In a Georgia divorce suit the other day the judge ordered the husband to kiss his wife every day thereafter and occasionally throw in a few for good manners.

I never could understand how a young man who has a brand new buggy and high stepping nag could get any fun out of riding all over the country on Sunday afternoons by himself.

These bits of witticism Editor Stanton is pleased to entitle "Short Grass Squibs," and I am sure they alone are sufficient to establish his unique talent. There is considerable opportunity for improving the Gazette in a mechanical way: The front page is excellent, as previously suggested; but, if he who makes it up would reduce the date line to 10 or 12 point caps, that would be preferable to the 18 point Roman now in use. Also in cutting off columns under a triple or double-column heading over a single-column story, a neat way to finish the job is to insert a modest nonpareil ornament, or a six-point cap O as a corner-piece where the cut-off and column rules join; of course, in this case using a 13-em piece of six-point column rule as a cut-off. As to other pages, these ought to be made up with the displayed matter shoved to the right hand sides; ads graduated according to size, that is, beginning with the wider spaces at the bottom and topping out with the smaller, or narrower spaces at the column heads, as so frequently explained herein on former occasions. Ad composition is mediocre.

FOUNTAIN INN, S. C., June 2, 1911.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—In August, 1909, you were kind enough to criticise a few copies of the Lyndon, Wash., Tribune, of which I was then foreman.

I am sending you now a copy of my own paper, and if you have space, I would be glad to have you tell what you think of it.

I want to ask you to read the editorial "Small Towns."

Most cordially, ROB'T. QUILLEN.

I haven't as yet more than glanced at the Fountain Inn Tribune, but just the sight I've had of Brother Robert Quillen's stationery has prepared me to anticipate something of more than passing goodness. How it grows upon one as a habit—this judging men by the character of their printed stationery. And how accurate a standard for judgment it is I have had years to consider. I almost invariably have a pretty good knowledge of the contribution, even before I see it, just from my scrutiny of the paper and heading on which the letter of introduction is penned. Now this heading of Brother Quillen's is printed in an engravers' Gothic face in the center of one of the note pages of a folio of white bond. It is exquisite, denoting to me an excellent taste and an inherent love for neatness and simplicity. And that is just exactly what I find in the Tribune—the same clean, artistic, simplicity pervading every page. Brother Quillen asks me to read his editorial on small towns, he asks it in a tone of voice suggesting patronage—from me to him—but, having read the editorial and other things in this fine paper of his, I feel that the favor is all the other way. I haven't ever read a better thing of its kind than this editorial; I haven't ever read a thing with which, thought for thought, my heart responded more in perfect sympathy. I want every reader of "Newspaper Criticisms" to have the same free privilege to drink in the fine, noble sentiment which it contains, so present it here in full as follows:

SMALL TOWNS.

The other day my friend, Ford Todd Fox, was down in Westminster, attending something or other. While there he talked with W. P. Anderson, president of one of the banks. The President spoke of the Tribune, and in the course of the conversation ventured the statement that the editor would not remain long in a town as small as Fountain Inn.

The President was wrong.

If given the choice between editing the Fountain Inn Tribune and writing editorials for the New York World, I would choose the Tribune, without regard for the size of

the New York salary. That is, unless the job on the World carried with it the full and absolute control of the metropolitan daily's editorial and business policy.

In New York, as an editorial writer, I would have a number of bosses. Some little white-faced, nervous dyspeptic would come over to my desk and say :"Mr. Quillen, write a half-column favoring Mr. Bryan's nomination for the presidency in 1912." Well, personally, I might favor Harmon, or Wilson, or somebody else, but I must perforce write as though Bryan were the only man in all the Democracy who was capable of filling the office.

In New York I would know a few of the boys around the office, be on speaking terms with the patrolman on my block, have a nodding acquaintance with my next door neighbor, and possibly even become intimate with the janitor. But ninety-nine out of every hundred faces I passed on the street would be strange; I would hunger for open country roads and board walks; my eyes would ache for a sight of long fields of clover and wheat and barley; I would miss the birds, the crow of the cocks, the hen's cackle.

Give me the country.

I hate the rush of crowds; the blank, unknowing stare of the passer-by; the officious policeman; the clang of street-cars; never-ending blocks of infernally attractive shop windows.

Here in Fountain Inn I have no boss. My wife will disputes that, but she won't see this until after it is in print.

I have friends here. I know most everybody's first name; I know their successes and failures, their hardships and triumphs; I know their good points, but know their faults also; and in spite of their faults, I love them still. For they are my neighbors.

I have a wonderful privilege—that of "sitting up" with them when they are sick, and I know that they in turn will not pass by on the other side when it comes my turn to go down into that Valley of the Shadow.

There are no rich men in Fountain Inn. There are no poor. We all have enough to eat and wear. We have a good public school where all parents can send their children for education; we have no saloons, no gambling houses; we have churches where each can worship God according to his own conscience.

And for these things, O Lord, make our hearts glad! We are fortunate indeed.

And as for my own material success?

What more can success bring to me.

If I have merit that would induce other men to seek a larger field, can I not bring the field to me instead of going to the field? Will my work count for less here than in a larger town? If I write that which is worthy, what matters it where my paper is printed, in New York or in the wilderness?

No, Friend, I do not think I will go to a larger town. Fountain Inn is large enough. Good peope live here; much business is done; farmers are prosperous; I can make a living here and after a while put by something for the proverbial rainy day.

I do not care for more than that—that, and freedom, and the love of those whom I love.

I think I am not only completely in sympathy with the foregoing charming summing up in favor of the country editorial job, but I also believe that I clearly understand the conditions and circumstances that inspired its expression. Once let a small-town editor possess talent greater than the average; once find one that is gifted with a facile pen, a beautiful imagination or a charming style of composition, and immediately everyone of his friends and acquaintances marvels that so great a genius can exist and flourish in such obscurity. Editorial positions on the great papers of Chicago and New York city are at once the suggestion of the tongue in every friendly head. "Why don't you get out of this jerk-water place?" "Why do you waste your gifts on a dinky paper in a hole like this?" are queries that the talented country editor has handed to him daily from every quarter.

THE RED STAR

A LOVE STORY WITH A SOUTH SEA SETTING

WRITTEN BY ROBERT QUILLEN FOR THE FOUNTAIN INN TRIBUNE

Exhibit 10

Or, there's the other class like the Westminster bank president whom Brother Quillen mentions in the foregoing editorial: Their song is eternally: "He'll not be there for long; he's too good a man for the place." And after a while, if the editor sticks to his small town office, some of these well-meaning folks begin to lose confidence in him. They conclude he lacks something somewhere, else he would have gone up higher. Gradually their recognition of his ability takes on a tinge of contempt for his foolish waste of talent, as they are pleased to interpret it; and neglect of opportunity. And this is only because such people are mentally so far below the talented small town editor whose poetic soul and artistic heart is so sensitively attuned to the sweet tones of Nature which reach their fullness only in the country far removed from the human grind and rush and hustle and turmoil of great metropolises. Hundreds of times have I felt moved to champion the cause of the small town editor, hundreds of times have I attempted

The weather is simply too hot to stand over an old, open, and burnt-out stove.
The Excelsior excells them all. Better get you one.
T.E. Jones
BUY NOW. PAY LATER

Exhibit 11

it, in these columns and elsewhere, but never has my pen or voice been inspired with a defense of the situation half so adequate in its quiet, convincing charm as the editorial quoted

above from this highly gifted small town editor, Robert Quillen. I desired to reproduce the first page of the Tribune in this installment but, unfortunately, to quote this fine editorial without re-writing it, it became necessary to mutilate that page, hence I must content myself with showing other examples from the sheet. The first is a double column heading for a serial story running in the Tribune and which was written by Brother Quillen himself. Inasmuch as this installment of the serial starts out with the eleventh chapter, I haven't read it; but the heading I have greatly admired as a real work of art, perfect in every detail. (Exhibit 10). There is an excellent print on the Tribune, the type faces used are in the main of pleasing series and the ads are simple and pleasing. (Exhibit 11.)

Some pretty creditable ad work is achieved in the Sentinel-Leader of Warren, Illinois. Exhibit 12 is one of the best specimens. The compositor has considerable skill and some nice faces to use, but also has at times to intermix faces of several old-time series that spoil it all. This paper maintains a delightfully clean front page and gathers into its columns an abundance

SPRING AND EASTER
OPENING
Dainty Shoes and Pumps, The Pet Hobby of All Well Dressed Women
WE HAVE THEM
20 POPULAR AND DISTINCT PLEASING STYLES 20
Tan Button Boots $4.00, The Popular Shoe Cry of Today
ANY STYLE YOUR FANCY CRAVES
A Word for the Low Nurse Shoe $1.85, 2.00, 2.25, Flexible, Cushion Sole, Rubber Heel, Lace or Side Goring
SEE WINDOW DISPLAY
DOUBLER'S
THE LEADING SHOE STORE

Exhibit 12

of readable stuff that commends it to its readers. It is a six-column quarto, all-home-print, but lacks an editorial department. In such a spacious paper, too, I would suggest that attractive double column or double-deck heads would add life and snap to the contents of the first page. The impression is clear and legible.

In a long, but interesting, editorial, in his issue of May 18th last, Editor Will O. Greene of the Monroe County Mail, Fairport, N. Y., announced the end of his twenty-fifth year in the harness as editor and publisher of that paper and briefly reviewed the history of that period as related to the Mail and its editor. I wish I might quote all that Brother Greene has written on this occasion. He is, as I have taken opportunity to mention before, a newspaper man of rare ability. His paper is one of the better class and his success a fine tribute to his twenty-five year career as a publisher. May the years that are to come continue to bless Brother Greene with success as those of the past seem to have done.

I cannot forego congratulating the American Type Founders' Company upon the fact that the

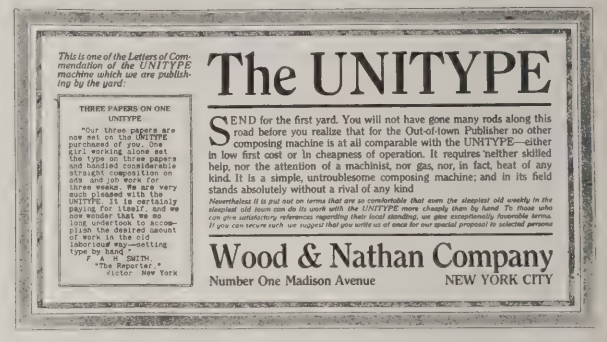

This is one of the Letters of Commendation of the UNITYPE machine which we are publishing by the yard
THREE PAPERS ON ONE UNITYPE
"Our three papers are now set on the UNITYPE purchased of you. One girl working alone set the type on three papers and handled considerable straight composition on ads and job work for three weeks. We are very much pleased with the UNITYPE. It is certainly paying for itself, and we now wonder that we so long undertook to accomplish the desired amount of work in the old laborious way—setting type by hand."
F. A. H. SMITH,
"The Reporter,"
Victor, New York
The UNITYPE
SEND for the first yard. You will not have gone many rods along this road before you realize that for the Out-of-town Publisher no other composing machine is at all comparable with the UNITYPE—either in low first cost or in cheapness of operation. It requires neither skilled help, nor the attention of a machinist, nor gas, nor, in fact, heat of any kind. It is a simple, untroublesome composing machine; and in its field stands absolutely without a rival of any kind
Nevertheless it is put out on terms that are so comfortable that even the sleepiest old weekly in the sleepiest old town can do its work with the UNITYPE more cheaply than by hand. To those who can give satisfactory references regarding their local standing, we give exceptionally favorable terms. If you can secure such we suggest that you write us at once for our special proposal to selected persons
Wood & Nathan Company
Number One Madison Avenue
NEW YORK CITY

Exhibit 13

last copy of their Bulletin contained some ads that were really sane and practicable. I am showing a couple of these herewith as Exhibits

NOON AND NIGHT ROLLER AND PRESS WASHUPS UNNECESSARY
American Roller Spray
Prevents Ink Drying on Rollers—Table Keeps Ink and Rollers Soft and Pliable; Removes Dirt and Fuzz from Rollers and Form while the Press is Running; Prevents Ink from Caking on Rollers; Recommended a Perfect Ink Reducer.
Price, per Gallon - - - - $3.00
Sprayers, each - - - - - 0.75
American Type Founders Company
GENERAL SELLING AGENT
DIRECTIONS FOR USING AMERICAN ROLLER SPRAY
To save washup at noon or night spray on all rollers and ink table until covered with a good, even coating; give press three or four revolutions to mix spray with ink and leave rollers in press.
When press has been idle over night or for several days, run a few waste sheets before feeding the regular stock. Quick-drying colored inks and gold size require a little more spray than black ink.
To remove dirt, lint and fuzz from the rollers and form spray a small quantity the whole length of the first distribution roller while the press is in operation. If one application is not sufficient, apply again after a few minutes.
To prevent ink from caking on rollers apply as for dirt and fuzz.
To brighten up dead or muddy ink spray ink table lightly, give press three or four revolutions, then feed sheets.

Exhibit 14

13 and 14. The gray borders used I do not consider especially desirable nor appropriate for newspaper purposes, but the general design of these specimens are worthy of study.

A late copy of the Dakota Republican of Vermillion, S. D., shows the adoption of a feature which I have long been recommending to the publishers of that paper, and which I sincerely hope they have now adopted as a permanent

thing—and that is a clean front page. I have told more than once in these columns about the excellence of the Republican—how big it is and how its many long columns are always crowded full of the best things live country editors can gather, and, although Brother Wiley, who was one of the mainstays of the concern back of this sheet for years, has resigned several months since, the sheet itself seems not to have suffered in the least, but, under the new management of Danforth & Sloan, instead of Wiley & Danforth, it is flourishing as richly at present as it ever did in the past. I'm glad to record this.

Convention International Photo-Engravers Association
HOTEL SINTON CINCINNATI, OHIO.
·JUNE·26·27·28·
Are you going to be there?
Or do you stay at home and kick because things are not different?
Have you ever tried to make them different?
Get out of the rut! Know your fellow Craftsmen! Learn more about how to make your business pay. (maybe you know more than the others. If so, come tell us.)
Better Start Now!
HALL OF FAME
GATCHEL & MANNING
PHILADELPHIA

A Characteristic Reminder of Ihe Convention of the I. P. E. A.

The Star of Harlingen, Texas, was briefly reviewed in these columns last April, and here comes another copy. All the good features noticed on the former occasion are still in evidence, and likewise those displayed advertisements still occupy their favored position on the front page, which is a shame, especially in view of the spacious inside pages which might easily accommodate them and thus give opportunity for making the Star a much more attractive sheet. The editorial service may be a trifle better in the present issue than in that reviewed last April. The fact that a liberal department of editorials is maintained is commendable in itself and the general tenor of the department is loyalty to home and home institutions. One of the fine displayed spaces in this paper is shown herewith as Exhibit 15. It illustrates the artistic employment of some of the most artistic type faces of this age.

Something for Everyone
That's pretty near what we have in our store—things good to wear and things good to eat. Every department is replete with many good things. We can fit the man out from head to foot. Everything to please the ladies in Dress Goods, Shoes, etc.
Shoes for the Ladies
American Lady SHOE
If You Get It At Fender's It's Alright
Shoes for Gentlemen
American Gentleman SHOE
You Can Always Get What You Want at Fenders
Dry Goods
Groceries
L&B
Gentlemen come and see our new line of Cigars They are all good smokes
E. L. FENDER
HARLINGEN, TEXAS
You always get full value for your money and good service at Fenders

Exhibit 15

Illinois Woman's Press Association Elects Officers

The annual meeting of the Illinois Woman's Press Association was held June 1st, at which the following were elected officers and directors for the ensuing year:—President, Miss Mary Eleanor O'Donnel, Chicago *Tribune;* Vice-Presidents, Caroline A. Huling, the *Stylus;* Mrs. Gene Stratton-Porter, Geneva, Ind., author of "The Girl of the Limberlost," and other novels; Miss Hattie Summerfield, contributor to magazines and Sunday papers. Recording Secretary, Mrs. Roselle M. Dean; Assistant Recording Secretary, Mrs. Maud S. Evans; Correspnoding Secretary, Mrs. Ada B. Bogg; Assistant Corespnoding Secretary, Mrs. Mary S. Henson; Treasurer, Mrs. E. Jeannette Abbott. Heads of Sections and Committees—Authors, Mrs. Elizabeth A. Reed, author of Hindu Literature, etc.; Contributors and Correspondents—Mrs. Florence A. Gebhardt, author of "Where Life is Real'; Editors—Mrs. H. Effa Webster, Chicago *Examiner;* Poets—Miss Ethel Maude Colson, the *Record-Herald;* Publishers—Mrs. Duncan Smith, the *Daily News;* Reporters—Mrs. Estelle Ryan Snyder, Maywoood *Herald-Recorder;* Auditor—Mrs. Wm. K. Sullivan; Courtesy Commitee—Mrs. Salena S. Martin; House—Mrs. Mark Helm; Finance—Mrs. Chas. S. Sergel; Literary Extension—Mrs. Ophelia L. Blair; Manual—Mrs. Rose S. Colby; Social—Mrs. Addie Farrar André; Daily Membership—Mrs. Ida A. Nichols; Program—Miss Maud I. G. Oliver, the *Daily News;* Work and Workers—Miss Mary Murphy, the *Inter-Ocean.* Delegates to the Natioonal Editorial Association meeting in Detroit, July 17, 18, 19—Mrs. Jennie M. Kemp, *Union Signal;* Executive Committee—Mrs. Estelle Hyan Snyder, Maywood *Herald-Recorder;* Catoline A.

Huling, the *Stylus;* Mrs. Addie Farrar André, *Daily News;* Mrs. Sallie M. Moses, *Northwestern Agriculturist,* Minneapolis; Mrs. B. Powell, the *Banner of Gold.*

This association has just celebrated its twentfl-fifth anniversary, being organized in May, 1885, and reorganized in January, 1886. It has been in continuous activity since that date, not having omitted a single regular meeting. The membership is composed of the women on the staffs of the daily papers and prominent in literary and art circles, as related to the publishing business. The association joined the National Editorial Association in 1889 and has been continuously active in that body since then.

The Passing On of Paul Schniedewend

Mr. Paul Shniedewend, the senior member and founder of Paul Shniedewend & Co., passed on last month.

He had many friends in the printing trade who appreciated his characteristics, and the following expression sent by some of his friends to the members of his firm, set forth his manifested qualities:

"Many of us have known Mr. Shniedewend for many years, and have appreciated the characteristics which contributed so materially to his success and enviable reputation. The sterling integrity and unflinching devotion to those principles of heart and mind, which make the highest type of business man and friend, have elicited our admiration."

The business of Paul Shniedewend & Co., which is world-wide, was incorporated about five years ago, since which time the son and daughter have managed the business, and, therefore, the work which he started will continue uninterruptedly along the same lines that have always manifested themselves heretofore.

Faithfully adhering to his religious tenets, Mr. Shniedewend experienced great peace of mind and passed on to greater activity without doubt or fear.

Southern Editors Visit the Linotype Factory

After the adjurnment of the annual meeting of the South Carolina Press Association, held in Columbia, S. C., last month, more than fifty members, accompanied by their wives and daughters, sailed from Charleston for a week's stay in New York. On Friday, June 9th, they were the guests of the Mergenthaler Linotype Company on a trip to its factory.

Promptly at 2 o'clock three large sight-seeing automobiles called for the visitors at the headquarters hotel in New York. The capacity of the cars was 66 passengers, and every seat was taken. Before starting, each lady was presented with a bouquet, and souvenir postals bearing a colored picture of the factory, stamped and ready for mailing, were distributed to the entire party.

Upon arrival at the factory, corner Park Avenue and Ryerson Street, Brooklyn, the visitors were gathered on the steps of the main entrance to the buildings, where a photograph was taken. They were then escorted through the works in small groups by courteous and competent guides, who showed them everything of interest, including about forty of the new Model 8 and Model 9 multiple magaizne machines in process of being assembled.

Some of the ladies who did not care to go through the plant remained in the automobiles while the editors were on their tour of inspection, and our enterprising photographer took advantage of the opportunity to secure another picture of this aggregation of southern beauty.

Before leaving the factory, each of the editors was presented with a solid gold scarf pin in the form of a miniature Linotype matrix as a souvenir of the occasion.. After this they again entered the automobiles and were taken on a tour around Prospect Park and the environs of Brooklyn, and subsequently returned to their hotel. Among the visitors were:—

Fred Wanamaker of the Orangeburg Sun.
J. T. Perkins of the Chester *Reporter.*
E. B. McSweeney of the Hampton *Guardian.*
F D. Knight of the Sumter *Herald.*
E. H. De Camp of the Gaffney *Ledger.*

S. A. Nettles of the Spartanburg *Advocate.*
W. D. Grist of the Yorkville *Enquirer.*
Dr. J. C. Mace of the Marion *Star.*
J. L. Mims of the Edgefield *Advertiser.*
Rice B. Harman of the Lexington *Dispatch.*

All expressed themselves as highly pleased with what they had seen, and considered the afternoon well spent. The Mergenthaler Linotype Company was gratified with the interest displayed on the part of its guests, and hopes that it will have the opportunity to extend similar courtesies to other visiing delegations in the future.

WHAT IS A SAW-TRIMMER?

A saw-trimmer is a saw having trimmer knives fixed or set in the head of the saw. By means of this unique combination sawing and trimming is reduced to one operation. Mr. H. G. Miller invented the saw-trimmer and originated the term by which it is known. The Miller Saw-Trimmer Company is the *only* manufacturer of saw-trimmers. The Mergenthaler Linotype Company at one time manufactured a saw and trimmer, the saw and trimmer being mounted on separate spindles, but discarded it in favor of the Miller Saw-Trimmer — the single-operation machine. Every Meregnthaler agency now sells Miller Saw-Trimmers. These machines are aslo sold by every reputable printers' supply house in the United States.

THE COMBINATION THAT MAKES A SAW-TRIMMER

THREE AND FOUR MAGAZINE LINOTYPES.

Two especially artistic descriptive catalogues have recently reached our desk, treating respectively of the Three Magazine and Four Magazine Linotypes. The machines and the principal parts are shown in excellent halftones and the illustrations of the text, explaining "Change of Body, Face and Measure," "Removal of Magazines," etc., are most pleasing and helpful. Not only has constant, consistent develop-

ment been the means on which the wonderful success of the Linotype has been attained, but constant improvement in the printed matter sent out has helped wonderfully, as has also the showing of samples of the work done on the machine and enforcing by text and examples the great possibilities of accomplishment. No other printing office ever sent out more attractive specimens of printing than are these pamphlets, and they contain very practical demonstrations of the effectiveness of art in commercial printing. In the pamphlet describing the Four Magazine Linotype, the cuts are delicately tinted in green and yellow, and the showing of book plate designs on inside cover pages and fly leaves, front and back, are especially pleasing and interesting, and the first cover design is as neat as it is artistic.

The first cover page of the "Three Magazine Linotype" pamphlet is embossed, with first letters of each word printed in gold, and, on the border in dark brown, are the names of Gutenberg, Altus, Didot, Caxton, Plantin, Baskerville, Jenson, Bodoni, Gaslon, Renner. The cover stock is light brown and the inside is heavy white enamel printed with green borders. The initial letters are in green and red and the text in green. Of course any descriptions that can be given are inadequate. Such work must be seen and studied to be fully appreciated.

The Three-Magazine Quick Change Linotype, Model 8, is a machine for rapid change of face, body and measure, carrying six different faces, set from the standard keyboard of ninety keys, and having the simplicity of the Standard Single Magazine Linotype.

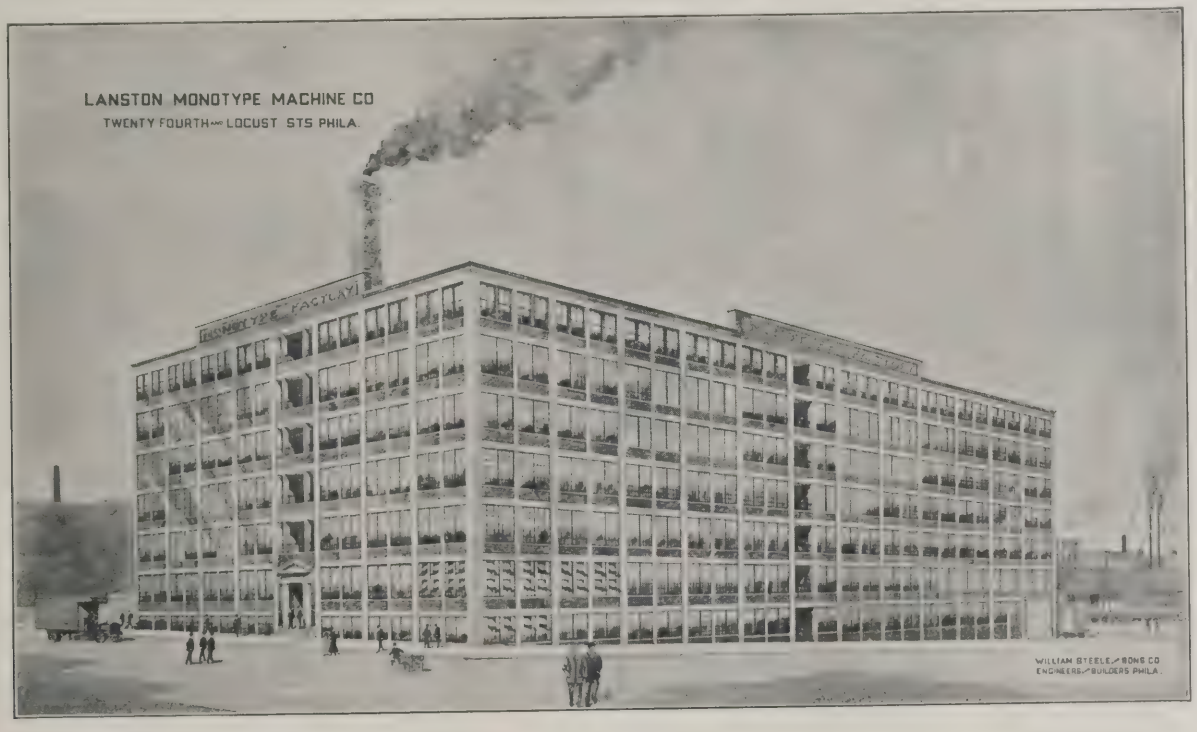
The Four-Magazine Quick Change Linotype, Model 9, is intended to meet the extremely varied requirements of newspaper advertising, jobbing and other offices, where it is necessary to set complicated matter calling for frequent change of face, body and measure. Any magazine may be removed by one man from the front of the machine without disturbing the others, and replaced by another containing a different font of type. The entire operation may be carried out by the operator in less than a minute. The typical examples of composition of newspaper headings, short ad cards, catalogue work, large display advertisements and job printing, all done on the machine, are instructive and convincing as to the wide range of possible and satisfactory accomplishment.

NEW BUILDING OF THE LANSTON MONOTYPE CO.

Within fifteen months the Lanston Monotype Machine Company expect to have completed and ready for occupancy the new re-inforced concrete building, of which a picture is shown below. The new factory will be located at 24th and Locust Streets, occupying the block front from 24th to 25th Street, and it is very conveniently located for the many out-of-town printers who visit the plant.

Today there are more than 3,500 Monotypes in use all over the world, on every kind of work, and it is convincing testimony of the growing use of this machine in the book, job and newspaper offices of the country that new installations and repeat orders have been greater during the past year than ever before.

The general increase in the Company's sales, the demand for matrices of the new cellular type, and the style



D and DD Keyboards, which has been unprecedented, have been such during the past year as to outgrow the facilities of their present quarters. The new building is fire-proof and has been planned upon the most thoroughly scientific lines for conducting a growing business. It contains 51,000 square feet, approximately ten times the floor space required by the Monotype Company seven years ago. It is evident that the popularity of the Monotype has increased even more rapidly than the demand for room in which to build more machines.

The Cleveland Machinery Co. report many gratifying repeat orders for their folding machine. Among others are the following, who have previously purchased machines:—Ginn & Co., Boston; Federal Printing Co., of New York City; the Albrecht Co., of Baltimore; the Wm. C. Windisch Co., of Detroit and the Bindery Department of the Government Printing Office at Washington.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

EDITORIALS—Ready-to-wear. Fit guaranteed, no politics, religion or wind; sprightly, topical, not faddish. Samples sent. Weekly Service Syndicate, DeSoto, Wis.

ANYBODY can make good cuts with my simple zinc etching process. Specimens and particulars for stamp. Process $1.00. DAY, WINDFALL, INDIANA.

IS YOUR NEWSPAPER PROPERTY FOR SALE? If so, I probably can find a purchaser for you. I guarantee that information you send me will not get outside of my office unless you authorize me to submit it to prospective purchasers. No listing fees. Hollis Corbin, Metropolitan Building, New York City.

TWO SIMPLEX MACHINES, each $100 cash, f. o. b. Chicago; one ten point, one eight point. Address Simplex, 328 Wabash Ave., Chicago, Ill.

Read by British and Colonial Printers the World Over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2. per Annum, post free. Specimen Copy sent on receipt of 35 Cen

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, De Montfort Press
LONDON, Thanet House, 231 Strand, W. C.

$35,000 BUYS

Leading newspaper in a western state. Rapidly growing community. $15,000 cash necessary.

Proposition A. H.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

SPECIAL BARGAINS:—26 x 40 Cottrell Drum, tapeless, $600; 24 x 29 Campbell, $325; 24 x 32 Diamond Power, $300; 29 x 43 Campbell Country, $400; 37x 52 Potter Seven Column Quarto, $800; 32 x 46 Potter 2 Rev., $200; 37½ x 50 Campbell Four Roller, $900; 39 x 52 Huber Four Roller, $1600. Liberal discount. Printing Presses, stitchers, motors, punches and outfits. WANNER MACHINERY CO., 215 Congress St., Chicago, Ill.

HELPS TO SUCCESS

The most successful men are those who "read up" on subjects affecting their life jobs. Here are works which will help anyone in a printing office, from owner to apprentice.

ESTABLISHING A NEWSPAPER, by O. F. Byxbee. Cloth; 113 pages; price, 50 cents.

GAINING A CIRCULATION, by Charles M. Krebs. Five hundred ideas; 60 pages; 50 cents.

CONCISE MANUAL OF PLATEN PRESSWORK; complete treatise on subject, 25 cents.

MODERN PRESSWORK (cylinder) 138 pages; cloth, $2.00.

PRACTICAL GUIDE TO EMBOSSING AND DIE STAMPING. Cloth, $1.50.

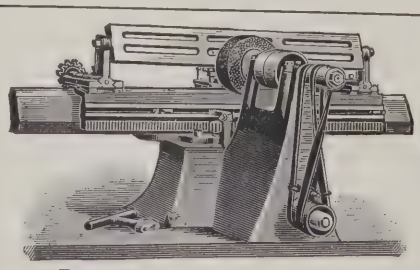
SPECIMEN BOOKS—Handiest of all adjuncts for job-work.

They help sell printing and give the boys an idea of how jobs should be set. Few type faces and simplicity of arrangement are the prevailing features of these books:

BILL-HEADS, 25 cents.
COVER AND TITLE PAGES, 75 cents.
ENVELOPE CORNER CARDS, 25 cents.
LETTER-HEADS, 50 cents.
PROFESSIONAL CARDS AND TICKETS, 25 cents.
PROGRAMS AND MENUS, 50 cents.

The best trade educator—THE INLAND PRINTER. $1 for four months; $1.50 for six months; $3 a year.

THE INLAND PRINTER COMPANY,
632-640 Sherman St., Chicago, Ill.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes, which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

MY OFFICIAL CENSUS CHARTS

ARE NOW READY

The Greatest Circulation Builders of the Year

Every man, woman and child in the territory in which your paper circulates is interested in the 1910 census maps,

THE NEW HOME LIBRARY WALL CHART

INTERNATIONAL WALL ATLAS

PEOPLE'S HANDY ATLAS

All containing new 1910 census population figures, are my leading specialties for

1911-12

One customer writes after placing an initial contract for 40,000 Charts:

"The old 1900 Census Charts worked all right for ten years, I used more of them the ninth year than I did the sixth and I believe the new chart will work just as satisfactorily."

Nearly twenty years experience with these lines enables me to give you

Special Personal Service

Write today for samples and special terms

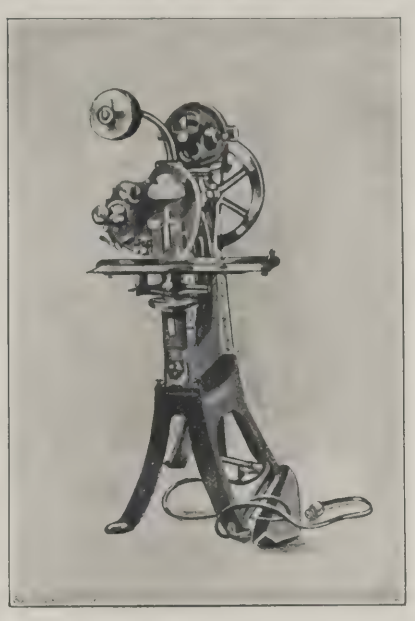
S. BLAKE WILLSDEN

Newspaper Circulation Features

32 South Wabash Ave. **CHICAGO**
(Old number 151 Wabash Avenue)

"PERFECTION" WIRE STITCHING MACHINES

ARE USED THE WORLD OVER



"Perfection" No. 4 (Electrically Equipped)

Manufactured and Sold by

The J. L. MORRISON CO., Inc.

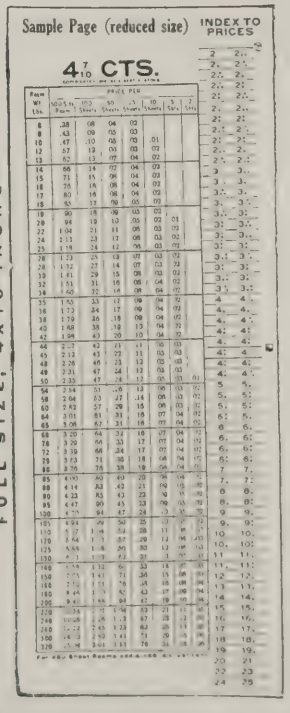
(Head Office) **143 Worth St., New York, U. S. A.**

(Branches) **Chicago, Toronto, London (Eng.) Liepzig**

Write for full particulars

190 Sheets 18-lb. Paper, at $4\frac{7}{10}$c. lb.

WHAT WILL THE PAPER COST?



Try it the old way. Now look at this—my way

$$\frac{\text{JJ}}{1\ 1} + \frac{50}{9} + \frac{25}{5} + \frac{10}{2} + \frac{5}{1} = \frac{190\text{s}}{34\text{c}}$$

You don't even need a pencil

EASY ISN'T IT?

If you have all the figures before you—ALL the figures ARE before you in

STONE'S PAPER PRICE TABLES

Over 50,000 of them, instantly available. Indexed through, pocket size, full leather.

Prices Any Quantity, Any Weight, at Any Rate

Used and endorsed by Printers and Paper Dealers everywhere.

Worth $50, Price Only $5

Carriage paid, if check comes with order.

Nat'l Printer-Journalist
4618 West Ravenswood Park
LLS.

Roosen's Blacks

For years the plant of the H. D. Roosen Co. has been the headquarters for the best Black Printing Inks on the market.

They manufacture more fine Black Ink than any three other ink makers combined.

H. D. ROOSEN CO.

BROOKLYN, N. Y.

CHICAGO, ILL.

TORONTO, ONTARIO

BASOLIO INK & COLOR CO.
IMPORTERS AND MANUFACTURERS OF
LITHO AND PRINTING INKS.
BASOLIO
DRY COLORS AND VARNISHES.
250 W 27TH ST NEW YORK

Basolio Philosophy

BASOLIO

Stands for OLIO-BASE (Oil Base)

OIL BASE INKS

Mean FINE WORKING QUALITY

BASOLIO POLICY

Means EQUAL and FAIR TREATMENT

It means the putting into every pound of ink the greatest amount of color, permanency, brilliancy and, *of course*, working quality possible for the money obtained.

SEND US A TEASPOONFUL OF ANY INK YOU USE
WE WILL QUOTE LOWEST PRICE TO MATCH

Basolio Ink & Color Company

516-524 West 25th Street, New York

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

Hotel Latham

5th Ave. and 28th St.

NEW YORK

For Permanent and Transient Guests

One block from Madison Square Garden

EUROPEAN PLAN

Sample rooms for commercial men.

Table d'Hote Luncheon, 50c.

Club Breakfast. **Also a la Carte**

Rooms with use of bath, $1.50 per day.

Rooms with bath, $2, $2.50, $3, $4 per day.

A. L. PRATT, Managing Director

THE AMERICAN PRINTER

A magazine that epitomizes American Printing Progress. The foremost journal in its field—ably edited by experts in every branch of the "Art Preservative," its own pages an object lesson in correct typography, illustration and presswork—each number containing inserts and exhibits from America's most gifted commercial artists, engravers and printers.

Read It—Advertise in It

THE AMERICAN PRINTER should be on the desk of every man who appreciates the value of good printing. It will mold the shopman's taste, show him new kinks and short cuts, help him to perfect himself in the mastery of his craft. Men who buy printing find its pages fascinating—men who sell printing profit by its wealth of practical suggestions on their own peculiar problems.

To manufacturers and dealers in printers' supplies, THE AMERICAN PRINTER is an indispensable advertising medium—for it is read by the men who have the "say" on purchases for printshops, and its every page carries weight. The careful attention paid to typography in its advertising pages adds to the pulling power of this splendid publication. Advertising rates on application.

Send $2.00 for one year trial subscription and find out how much good you can get out of THE AMERICAN PRINTER. Canadian subscription $2.50; Foreign $3.00.

Oswald Publishing Co.
25 City Hall Place
New York

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

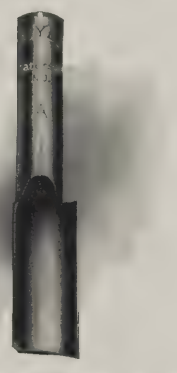
"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 317 W. 124th St. New York

THE INCREASING USE



of Cutters that Cut—the kind that Royle makes, proves their superiority over cheaper imitations.

Write for circular.

John Royle & Sons
Paterson, N. J., U. S. A.

Engravers' Machinery

Megill's Patent **Automatic Register Gauge**

The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

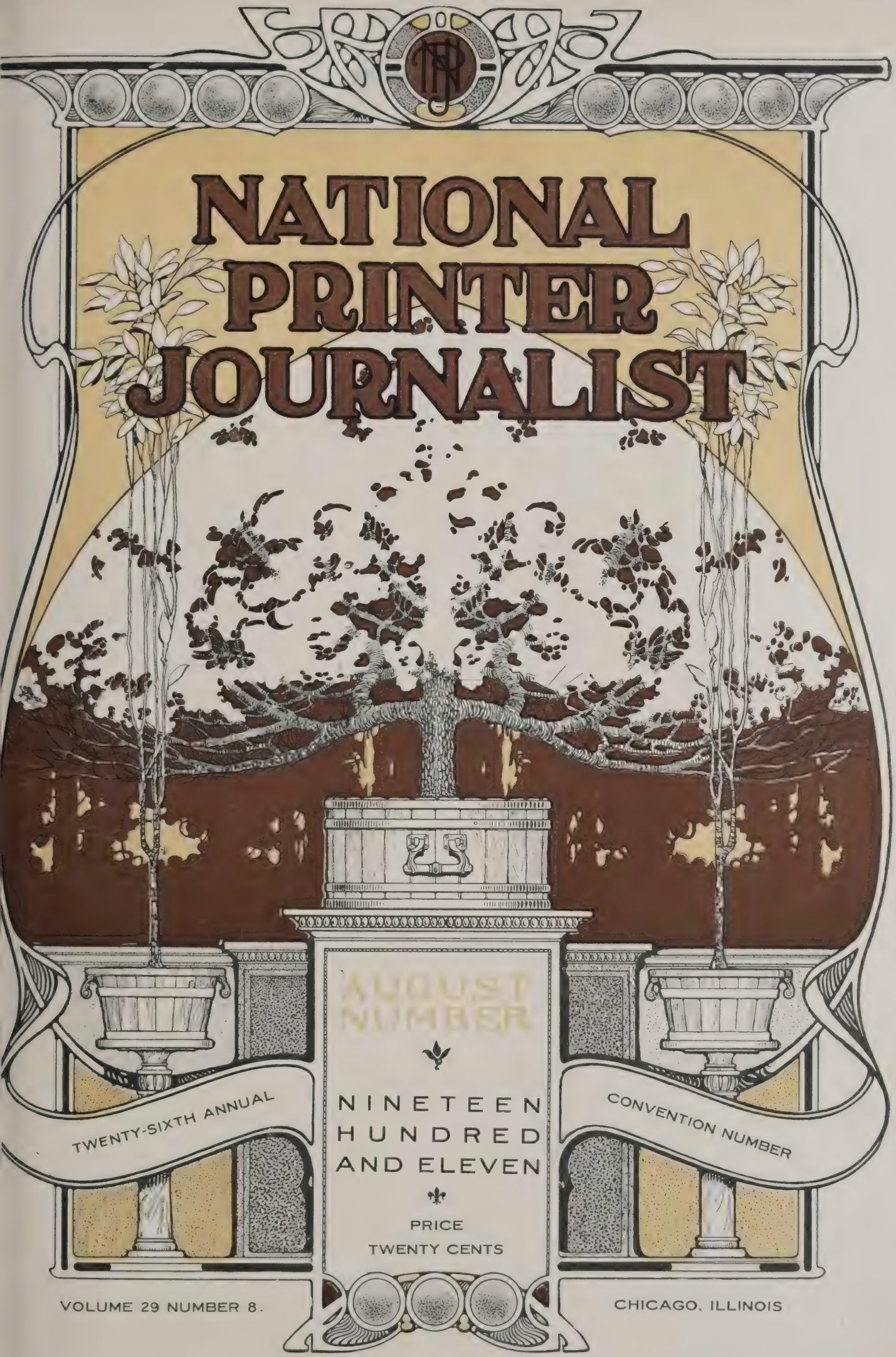
Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Trea

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

NATIONAL PRINTER JOURNALIST



AUGUST NUMBER

TWENTY-SIXTH ANNUAL

CONVENTION NUMBER

NINETEEN HUNDRED AND ELEVEN

PRICE TWENTY CENTS

VOLUME 29 NUMBER 8.

CHICAGO, ILLINOIS

Can You Draw a Better Fox Than This?

SKETCHES OF FOXES WANTED—Read Our Offer

Nothing could more fully represent the light touch and fast running qualities of the Fox Visible Typewriter than a real live fox.

For fifteen years we have been using a fox head for a trade mark. Now we wish to make the fox wherever seen to be a living advertisement for the Fox Visible Typewriter. To do this we must use a fox in all of our advertisements and on every piece of literature sent out from our office. This means the purchase of fox sketches showing the fox in every imaginable position—standing still, running, crouching, lying, etc.

We can use sketches showing the fox only or we can use more complete sketches, with the fox as the central figure, to illustrate some idea that will effectually advertise the Fox Visible Typewriter. If you have any sketches to submit send them on, addressed to the Advertising Department, Fox Typewriter Co., accompanied by a letter stating your price for same. If your sketch is suitable for advertising purposes and is accepted, payment will be made promptly for same. If not used the sketch will be returned to you.

The Fox Visible Typewriters, which these fox sketches are to advertise, are the highest grade Typewriters ever manufactured and have a lighter touch and easier action, are faster running and make less noise than any other typewriters of which we know. They have tabulators, black space keys, two-color ribbon attachments, which automatically reverse and oscillate, stencil cutting devices, card holders, variable line spacers, interchangeable carriages and platens, and are unequalled for durability. They are sent to anyone, anywhere, on free trial at our expense and are sold on easy monthly payments. We will be glad to send catalog to anyone wishing further information.

Fox Typewriter Co. 4507-4707 Front St. **Grand Rapids, Mich.**

Every sheet of "Snowflake" is inspected under natural light

BUTLER·BRANDS PAPER THE BEST

BUTLER·BRANDS PAPER THE BEST

The demand for Snowflake

"The Perfect Printing Paper"
is increasing by leaps and bounds.

A recent census of large users of printed matter in a certain territory disclosed the following: Thirty per cent were using Snowflake Enameled Book Paper. Seventy-five per cent of this number have used Snowflake for three years or more. Let us show you what Snowflake can do for *your* business.

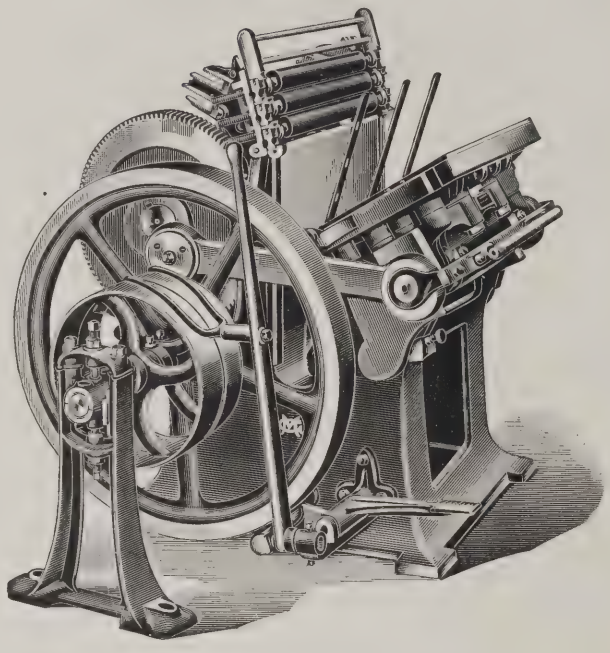
Distributors of "Butler Brands"

STANDARD PAPER COMPANY . . . . . Milwaukee, Wisconsin	CENTRAL MICHIGAN PAPER COMPANY . . . Grand Rapids, Michigan
INTERSTATE PAPER COMPANY . . . . . Kansas City, Missouri	MUTUAL PAPER COMPANY . . . . . Seattle, Washington
SOUTHWESTERN PAPER COMPANY . . . . . Dallas, Texas	AMERICAN TYPE FOUNDERS COMPANY . . . Spokane, Washington
SOUTHWESTERN PAPER COMPANY . . . . . Houston, Texas	AMERICAN TYPE FOUNDERS COMPANY . . . Vancouver, British Columbia
PACIFIC PAPER COMPANY . . . . . San Francisco, California	NATIONAL PAPER & TYPE COMPANY . . . . City of Mexico, Mexico
SIERRA PAPER COMPANY . . . . . Los Angeles, California	NATIONAL PAPER & TYPE COMPANY . . . . City of Monterey, Mexico
OAKLAND PAPER COMPANY . . . . . Oakland, California	NATIONAL PAPER & TYPE COMPANY (Export Only) New York City, New York
NATIONAL PAPER & TYPE COMPANY . . . . Havana, Cuba	

J.W. Butler Paper Company, Chicago.

Established 1844

THE GALLY
UNIVERSAL



WHY IT IS THE BEST PRESS TO BUY

1—Because it is built right and of the best material and every press is a perfect machine.

2—Because it cannot be equalled in rigidity of impression, smooth running and accuracy of register.

3—Because the arrangement of the fountain and rollers permits of better ink distribution than on any other platen.

4—Because the unusual strength and size of bed fits it for a wider range of work.

5—Because it is made in many sizes and styles, among which you will find the press you want.

6—Because it has been fulfilling all that can be desired in a platen for nearly forty years.

THE CATALOG WILL TELL YOU MORE—SEND FOR IT

NATIONAL MACHINE COMPANY
MANUFACTURERS
HARTFORD, CONNECTICUT, U. S. A.

IN MISSOURI

45 Newspapers use

The Junior Linotype

Bethany, Mo., has three newspapers.

In December, 1909, the Republican installed a *Junior Linotype.*

Eight months later, in August, 1910, the Democrat followed suit.

Last April, after being "shown", the Clipper also joined the ranks of *Junior Linotype* users.

We might sell more Juniors in Bethany if there were more newspapers there.

More than 800 Junior Linotypes in Use

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO: 1100 South Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento St.

NEW ORLEANS: 332 Camp St.

MELBOURNE, SYDNEY, N.S.W., WELLINGTON, MEXICO CITY, HAVANA: Francisco Arredondo — Parsons Trading Company

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.
BUENOS AIRES: Hoffmann & Stocker
RIO JANEIRO: Emile Lambert
TOKIO: Teijiro Kurosawa

Roosen's Blacks

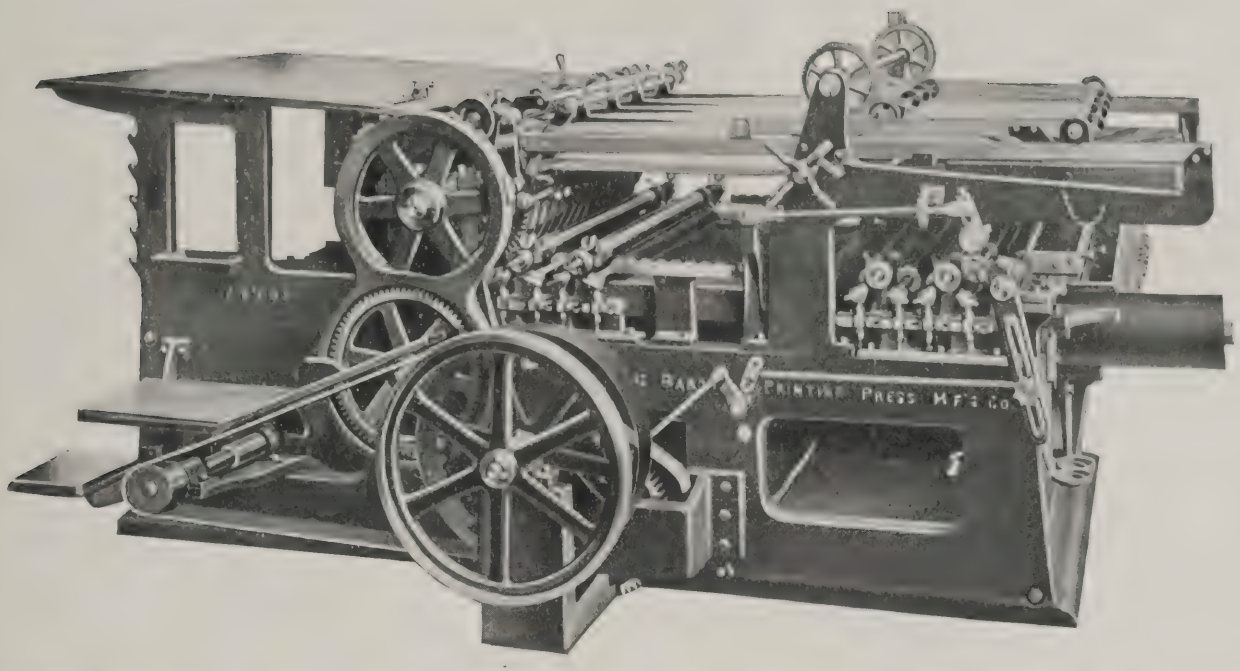
For years the plant of the H. D. Roosen Co. has been the headquarters for the best Black Printing Inks on the market.

They manufacture more fine Black Ink than any three other ink makers combined.

H. D. ROOSEN CO.

BROOKLYN, N. Y.

CHICAGO, ILL. TORONTO, ONTARIO



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Flat-Beds

The Babcock Flat-Beds

We have been making flat-bed presses and nothing else for two generations. From their study and improvement we have permitted nothing to divert us. What we have learned has been applied to the betterment of our machines. We have more than kept pace with the changing conditions.

Babcock flat-beds have not been neglected to push rotaries, webs, or offsets. We make a full line—three styles and ten sizes of the Optimus Two-Revolution, and seven styles and fourteen sizes of Drum Cylinders. As we make all classes of flat-beds in general use, and adapt these to special requirements, we unhesitatingly suggest just the right machine for the case, avoid the purchase of a higher priced press than really is needed, and save the buyer the extravagance and dissatisfaction of a misfit.

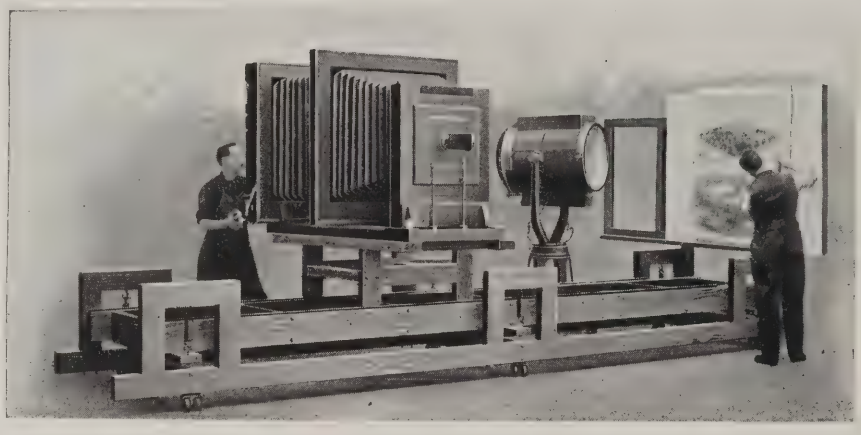
We have for small work machines making 3600 an hour, others printing a seven-column quarto at 2600, with no equals at moderate cost in speed or quality of production.

Our natural pride in them is a potent incentive to maintain our presses as leaders in the trade; but the fact that our success depends entirely upon them is an even greater force compelling their perfection. Their efficiency and reliability must be beyond question and accepted everywhere.

At times we have believed it impossible to build presses as good, yet they had to be better; and when we believed them the best possible, they had to be better. This is the progressive spirit actively controlling the construction of every Babcock press.

Our machines will satisfy you. This is more than a promise; it is a guaranty.

SET IN AUTHORS ROMAN



A PHOTOGRAPH of the new color camera and searchlight recently installed by Barnes-Crosby Company. The largest photographic equipment in America, designed for the production of two, three and four color process plates exclusively.

Barnes-Crosby Company also announces the enlargement of its Chicago institution by 10,000 additional square feet of floor space, thereby clinching its title as the largest and best equipped illustrating and engraving establishment in America.

Printers, who feel the necessity of an art and engraving department they can consider their own, may forward their orders to Barnes-Crosby Company with the knowledge that they are patronizing an engraving establishment—**not a rival printer.**

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate Makers

Complete Engraving Establishments:

MADISON AND FRANKLIN STREETS, CHICAGO
11th AND LOCUST STREETS, ST. LOUIS

Branch Offices and Art Departments:

NEW YORK	TOLEDO	MEXICO CITY
MINNEAPOLIS	KANSAS CITY	DETROIT
ST. PAUL	MEMPHIS	ATLANTA
MOLINE	CINCINNATI	INDIANAPOLIS
CLEVELAND	MILWAUKEE	SAN ANTONIO

Clearface

72 Point — 3 A $7 00 1 a $4 15 $11 15

RIGHT Material

60 Point — 3 A $5 45 5 a $3 80 $9 25

Dangerous GAMES

48 Point — 4 A $4 15 7 a $3 55 $7 70

PRINTING Department

42 Point — 5 A $3 60 8 a $2 95 $6 55

Superior KINGS

36 Point — 5 A $2 85 8 a $2 40 $5 25

NICER Beautyland

30 Point — 6 A $2 25 10 a $2 05 $4 30

MODERN DREAMER
Extraordinary Invention

24 Point — 7 A $1 85 12 a $1 65 $3 50

CHARMING REMINDERS
Magnificent Clearface Family

18 Point — 10 A $1 60 20 a $1 65 $3 25

ENERGETIC MECHANIC HIRED
Meritorious Workmanship Submitted

14 Point — 14 A $1 45 28 a $1 55 $3 00

DETERMINED STUDENT
Enthusiastic Maid Returning
Charming Girl Receives Book

12 Point — 17 A $1 35 35 a $1 40 $2 75

MODERNIZED CONCEPTIONS
Wonderful Kingdom Uncultivated
Leading Men $1234567890 Retire

10 Point — 19 A $1 20 38 a $1 30 $2 50

NUMEROUS REMARKS IGNORED
Adventuresome Reporter Disconcerted
Handsome Amateur Detectives Sought

8 Point — 24 A $1 10 47 a $1 15 $2 25

HONORING ENTERPRISING CONTRACTOR
Building Association Presents Strong Resolution
Magnanimous Citizens Warmly Welcome Soldier

6 Point — 25 A $0 95 50 a $1 05 $2 00

GORGEOUS COSTUMES RECENTLY INTRODUCED
Theatrical Performances Produce Tremenduous Sensation
Clever Managers Become Rich $1234567890 and Influential

5 Point — 24 A $0 95 48 a $1 05 $2 00

SIXTH ANNUAL EXHIBITION OF HIGH GRADE MACHINERY
Largest and Most Wonderful Collection Ever Shown in This Country
Meritorious Inventions Receive Generous Awards From the Officials

The Clearface Italic is made in the sizes corresponding to the Clearface. This paragraph is set in 10 Point Clearface Italic

American Type Founders Company

ORIGINATOR OF THE POPULAR CLEARFACE FAMILY

YOU WILL FIND IT A REAL

PLEASURE TO HAVE YOUR BUSINESS DEALINGS WITH

THE QUEEN CITY PRINTING INK CO.

CINCINNATI
BOSTON
DALLAS
CHICAGO
KANSAS CITY
ROCHESTER
PHILADELPHIA
MINNEAPOLIS
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BEST FOUNDATION POSSIBLE *for a* SUCCESSFUL PRINTING HOUSE

The Queen City Printing Ink Co.
BUILDERS
Cincinnati Chicago Boston
Philadelphia Kansas City
Minneapolis Dallas

SPEEDLIMIT

BLACK-INK

(MEANS ALL THE NAME IMPLIES)

A MARVELOUS QUEEN CITY PRINTING INK CO. PRODUCT

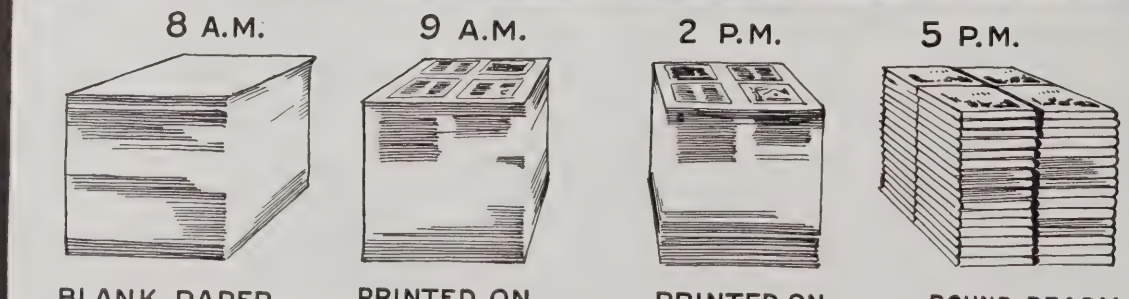
FOR USE ON ENAMELED AND COATED PAPERS

SETS ALMOST INSTANTLY

DOES NOT REQUIRE SLIP SHEETING

DOES NOT DRY HARD ON THE PRESS

PERMITS OF PRINTING, TURNING, PRINTING AND BINDING — ALL THE SAME DAY.



THE QUEEN CITY PRINTING INK CO.

CINCINNATI CHICAGO BOSTON PHILADELPHIA
KANSAS CITY MINNEAPOLIS DALLAS

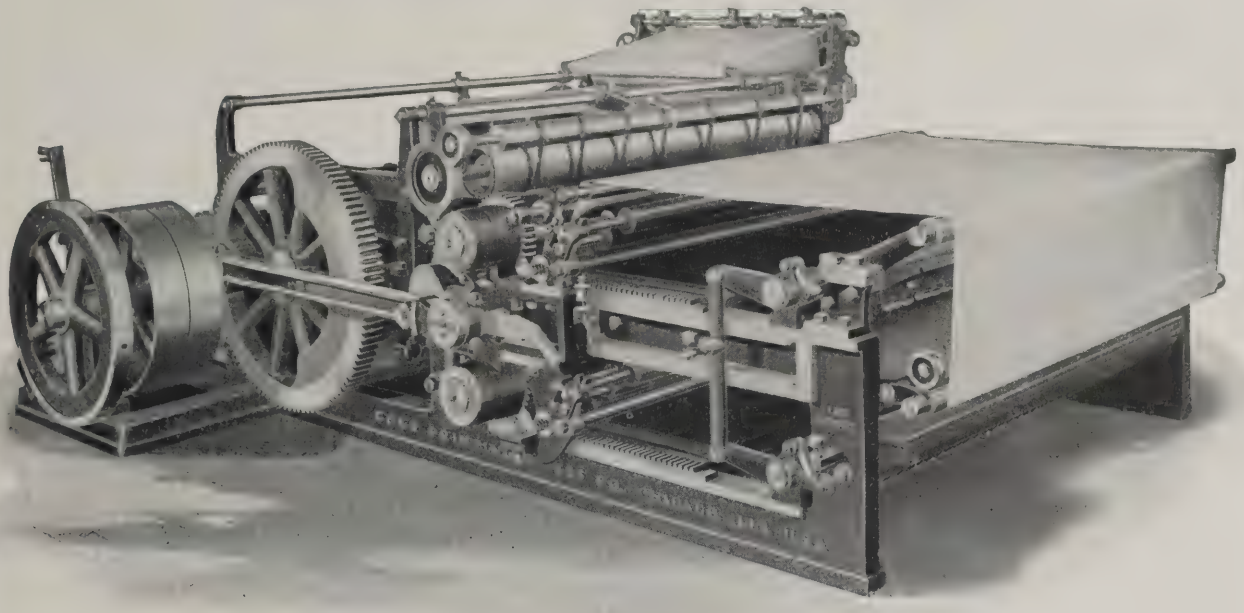
HALLEY'S COMET HAS COME AND GONE

But the GOSS "COMET" Press Has Come to Stay Forever

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS

THIS LITTLE PRESS WILL PRINT, PASTE AND FOLD FOUR, SIX OR EIGHT PAGES OF EITHER A SIX OR SEVEN COLUMN 13 "M" STANDARD SIZE NEWSPAPER



The "COMET" flat bed web perfecting press is the very latest accomplishment in newspaper machines for perfecting a four, six or eight page paper from type forms.

It is the most economical newspaper press on the market, and will save time, labor and money for the publisher, from the day of its installation.

It will save money because it takes less power to operate than any web perfecting press on the market.

It will save money on every paper it prints, as the cut of the web and reduced margins will make a continuous saving of white paper.

It will save money because there are less than half the composition rollers to maintain. All composition rollers are interchangeable, while the inking fountains are of the thumb screw variety (screws two inches apart).

It has double drive, angle bars for associating the webs, and practically a rotary tapeless folder.

The "COMET" will take up a floor space twelve feet square. It is four feet eight inches high, and will weigh sixteen thousand pounds, while a five horse power motor will be ample power.

Is this not an ECONOMICAL PROPOSITION?

PATENTED AND BUILT BY

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
Metropolitan Life B'ld'g.

16th Street and Ashland Avenue
CHICAGO, ILL.

LONDON OFFICE:
No. 92 Fleet Street
LONDON, - ENGLAND

TO GUARD AGAINST *the* POSSIBILITY *of* WEAR

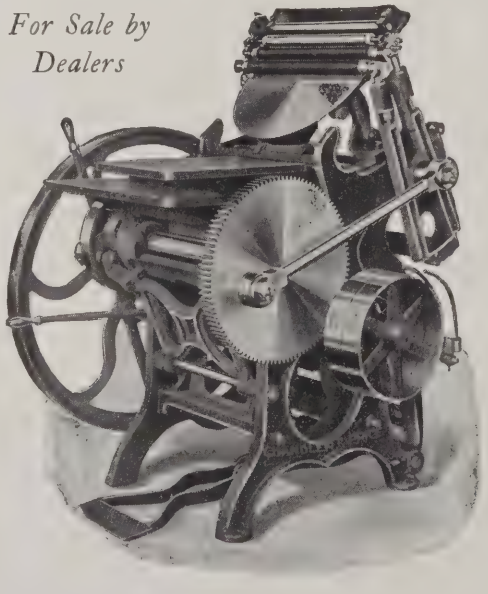
has always been one of the chief aims in the manufacture of the Chandler & Price Gordon Presses. The very best material and workmanship and a high standard in the construction ot every part have made them famous for their durability. It is carrying out this policy that an *important improvement* is being placed upon the

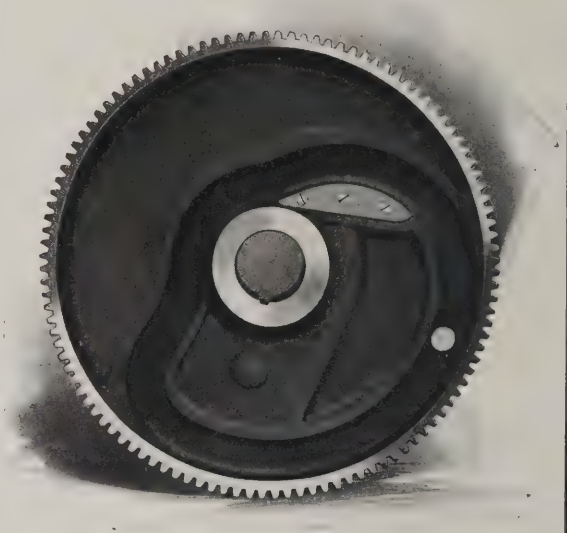
Chandler & Price Gordon Presses

consisting of a hardened steel segment which reinforces and prolongs the life of the Large Gear Cam Wheel (illustrated and described herewith).

Future purchasers of the Chandler & Price Gordon Press will receive the benefit of this improvement without additional expense, and this is only another indication of the manufacturers' desire to place on the market the best of all Platen Presses, at moderate cost.

For Sale by Dealers





THE illustration shows the hardened steel segment now being placed in the raceway of the large gear cam wheel.

Owing to the fact that the cam roller and stud running inside the raceway is hidden from view, and therefore often neglected when the press is being oiled, the roller sometimes, instead of revolving as it should, sticks to the stud and slides in the raceway, cutting out the wall of the cam and causing a disagreeable noise in the operation of the press. This may also develop a slight flutter in the platen.

To guard aginst this possibility of wear, the steel segment is now being placed in the gear wheel, the roller itself now receiving the wear in case it should stick and slide, and may be renewed at slight cost and inconvenience, as compared with the purchase of a new large gear cam wheel.

Presses in use having worn cams can be permanently repaired by purchasing a new large gear cam wheel with a hardened steel segment.

ASK FOR FURTHER PARTICULARS

THE CHANDLER & PRICE CO., Cleveland, O.

UNIFORMLY EXCELLENT

ULLMAN'S INKS

If wishes were horses

Anyone could make Inks.

The market for raw materials

Is open to all alike.

But Judgement, ability and knowledge

Based upon the experience and research

Of over 40 years

Cannot be bought at any price.

That's what you get plus,

When you

Buy Ullman's Inks.

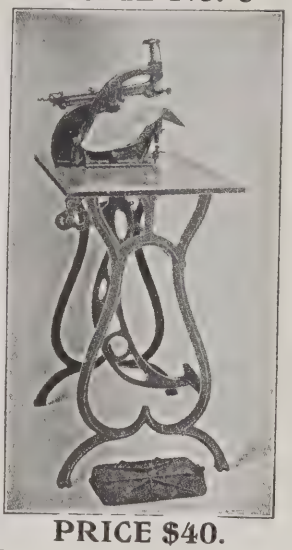
SIGMUND ULLMAN CO

NEW YORK
PHILADELPHIA
CHICAGO
CLEVELAND
CINCINNATI

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6



PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agents

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President
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NEW YORK, 59 Beekman St.
SAN FRANCISCO, 653 Battery St.
CHICAGO, 357 Dearborn St.
SEATTLE, 411 Occidental Ave.

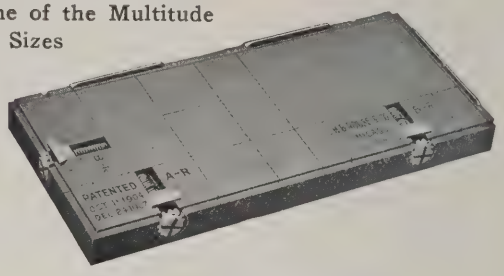
The

Rouse Universal Block

Solves the Block Problem

THE SIMPLEST AND BEST SCHEME KNOWN FOR MOUNTING PLATES

One of the Multitude of Sizes



Size of Page—25 x 55 Ems.

You can make up **eight pages** like this in **five minutes!**

ASTONISHING RANGE OF SIZES

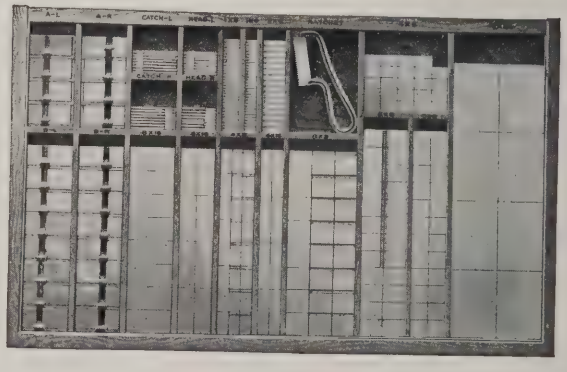
With a single set, costing only $55, you can make up eight pages into about **160 different sizes,** ranging from 17 x 25 up to and including 35 x 51 ems pica, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of two picas in either width or length, or both width and length.

BIG SAVING IN MAKE-READY, TOO!

The Hooks are extremely rapid, strongly made and simple in construction. The body is cast iron, the working parts steel. The jaw has a movement of five picas.

The Catches are made of brass and can not possibly work up on the press.

Bases of Iron. Point system—of course.



One Font Rouse Universal Blocks in Case (Cover removed)

Price, per set, including steel rachet and dust-proof Case that fits a printer's stand, only $55.

Don't waste any more time with out-of-date methods. Order at least one set to-day—**now.**

Sold by Dealers Everywhere

Made only by

H. B. ROUSE & CO.

2214-16 Ward Street, - CHICAGO

The Register Hook People.

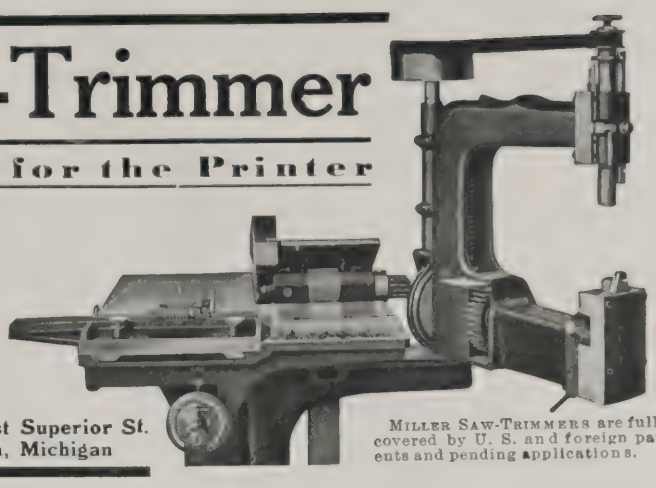
The Miller Saw-Trimmer

A Standardizing Machine for the Printer

Why "pad" your pay-roll

By taking two men's time to get a one-man result?
Try out this marvelous standardizing machine and keep the pay-roll "padding" in the bank.
Easy to operate. Easy to buy. Easy to pay for.
Freight paid anywhere in U. S. A.

Miller Saw-Trimmer Co. 813 East Superior St. Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

A Necessity In Cost Reduction

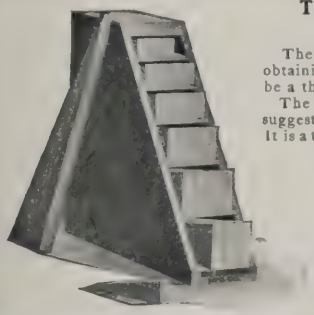
Labor and rent are large items in all estimates of cost. No other items are subject to such wide variations.

Efforts at cost reduction should, therefore, be largely concentrated in the composing-room equipment.. In a plant equipped with old-style furniture, it is possible to ave from 25 to 50% of floor space.

More work can be turned out without enlarging the floor area. At the same time the equipment will be concentrated within easy reach of the workmen.

Lost motion and interference of workmen will be reduced to the minimum The saving in labor will be from 10 to 25%

These results have been secured by hundreds of the leading printing concerns in the United States and Canada. Any plant with a composing-room not thoroughly equipped with modernized furniture can secure the same advantages.



Sengbusch Beveled Furniture and Cabinet

THE SENGBUSCH BEVELED FURNITURE

A Time and Roller Economizer

The difficulty in locking up forms that contain long vertical rules and obtaining an even distribution of ink and preventing cutting of rollers will be a thing of the past

The Sengbusch Beveled Furniture (illustration of which is here shown) suggests the possibilities that can be obtained by the use of this furniture. It is a time economizer in locking up a form on a slant and still maintaining a square lock-up in the chase.

In locking up with this Furniture, the form is inclined towards the left hand lower corner of the platen. This arrangement does not make the delivery of the sheet more difficult; it can be made more readily and with greater accuracy, because the sheets will slide more easily to the edges of the feed guides.

The important feature of this Furniture is the saving in rollers. When the Sengbusch Beveled Furniture is used, there will be no more cutting of rollers, which is sure to occur in a long run with the form locked square with the chase and containing vertical rules, which continually strike the rollers at the same point of contact. The Sengbusch Lock-up Furniture throws the rules out of perpendicular; the point of contact is spread longitudinally, thus preventing cutting of the rollers and providing ample inking surface.

Each font of Sengbusch Beveled Furniture consists of 24 pieces, four pieces each of the following lengths: 20, 25, 30, 40, 50 and 60 picas. All pieces are two picas wide on the narrow end and of varying widths on the wide end, depending upon the length.

List price per font of 24 pieces, including Cabinet . . $2.00

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....
Street and No.....
City..... State.....
Have you a copy of "Composing-Room Economy?".....

If you are interested in the question of cost reduction and cost finding, fill out the attached coupon and let an expert show you what can be accomplished in your composing-room. Let us send you a copy of "Composing-room Economy," showing floor plans in thirty modernized offices.

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

OUR NEW CATALOG OF SPECIAL FURNITURE IS NOW READY

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

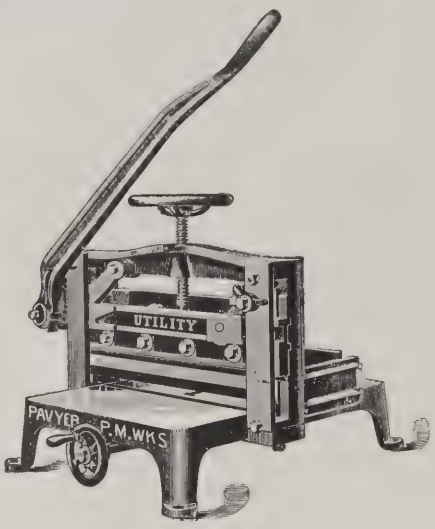
Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

Practical, Profitable Utility
IS THE CHARACTERISTIC OF
THE "UTILITY PAPER CUTTER"



AND ALL OTHER MANUFACTURES OF THE

Pavyer Printing Machine Works
600 to 604 S. Broadway, ST. LOUIS, MO.

ALSO MAKERS OF

Reversible Paper Clamps and Mustang Mailers and Builders and Repairers of Machinery for Printers in which Highest Quality is joined with Economy, Serviceableness and Simplicity.

THE THINGS WE DO

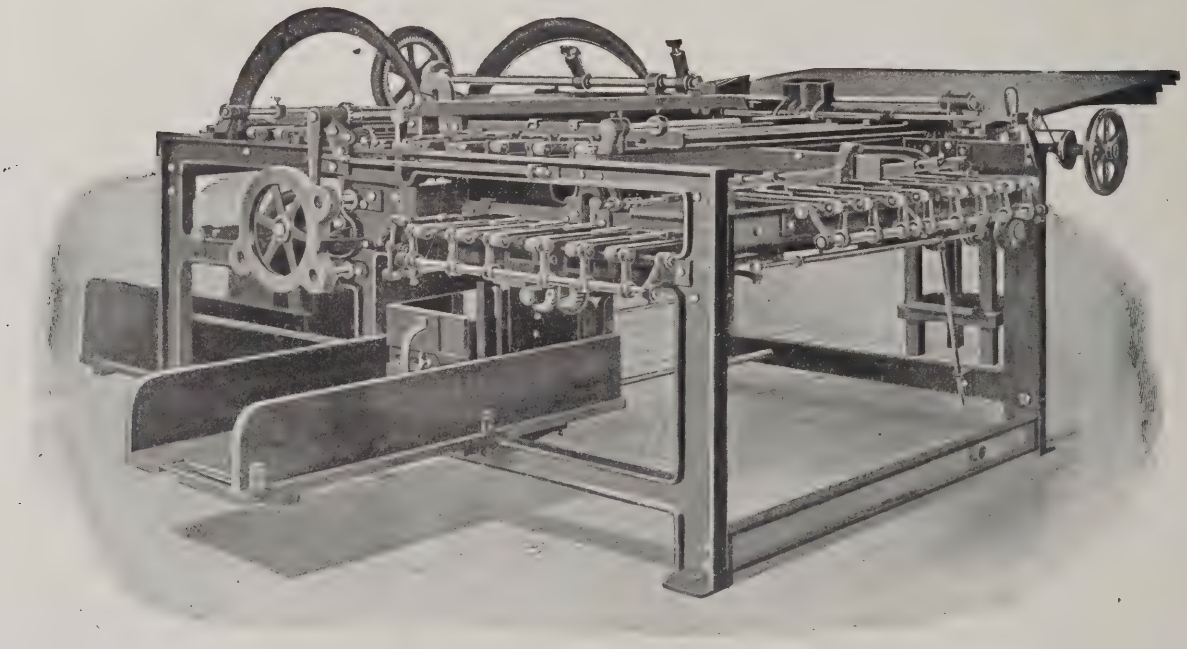
DRAWINGS
of any description,
and for every purpose, in
PEN AND INK OR WASH.
for LETTERHEADS,
CATALOGS, COVERS,
MAGAZINES OR
"AD." DESIGNS.

MECHANICAL DRAWINGS
FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS,
COLOR WORK OF EVERY
DESCRIPTION, IN TWO, THREE
OR MORE COLORS, WOOD
ENGRAVING, WAX ENGRAVING,
ELECTROTYPING, STEELOTYPING,
NICKELTYPING STEREOTYPING,
COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

When You Buy
Investigate
New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

"Globetypes"

Halftones and Electros From Halftones

The Best the World Has Ever Seen

The evidence of a 400-line **"Globetype"** (160,000 dots to the square inch) the halftone and electro printed on the same sheet for comparison, is yours for the asking.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

701-721 South Dearborn Street, - - CHICAGO

We make designs, drawings, halftones, zinc etchings, wood and wax engravings, copper, nickel and steel electrotypes—but we do no printing. Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a steel "GLOBETYPE."

INSIST ON THE ANCHOR TRADE MARK
IF YOU WANT SATISFACTION
IN PRINTING INKS

Jaenecke's Printing Inks

ARE THE KIND THAT SATISFY

We make all kinds for all grades of printing. If you are not entirely satisfied with the appearance of your work, you will make no mistake in putting your ink problems up to us. A postal will bring specimen sheets

THE JAENECKE PRINTING INK COMPANY

Main Office and Factory

NEWARK, N. J.

NEW YORK CHICAGO PHILADELPHIA ST. LOUIS DETROIT PITTSBURG

The Cleveland Will Cut Your Binding Costs

Thirty Days Trial

Will fold 50 per cent faster than any other folder

The Cleveland Folding Machine is the only Folder that does not use tapes, knives, cams, or changeable gears in folding.

Has range from 19 x 36 to 3 x 4 in. parallel. Perfect register,

Folds and delivers 4s, 6s, 8s, 10s, 12s, 14s and 16s, single or in gangs.

Also regular 4s, 8s and 16s, book folds, from sheets 19 x 25 down to where the last fold is not less than 2½ x 3 inches.

Makes Accordion—and a number of other—folds that cannot be made on any other folder.

INSTALLED ON THIRTY DAYS' TRIAL and on an unconditional guarantee of absolute satisfaction.

Write for a complete set of sample folds.

The Cleveland Folding Machine Co
Cleveland, Ohio

A Live Wire Working List

Every Advertiser Is a Possible Customer for You

McKITTRICK'S DIRECTORY of ADVERTISERS, their ADVERTISING MANAGERS and ADVERTISING AGENTS for 1911 now ready for delivery

IT CONTAINS

List of 13,000 Prominent Advertisers of the United States

Correct Address of Each Advertiser
Business of Each Advertiser
Kind of Advertising Medium Used by Each
Name of the Man to see in Each Concern
Name of Managers of Printing Department
Name of Advertising Agency Placing the Business
List of 2,000 Trade Mark Articles
List of General Advertising Agents and Their Solicitors

The 1911 Edition contains the most complete and up-to-date data that has thus far been published. The monthly supplement is very important, it being intended to thoroughly cover the names of all new advertisers and changes that may from time to time occur.

The directory is in three divisions, as follows:

Entire Territory,	(United States) - -	$25.00	Including
Eastern "	(East of Pittsburg and Buffalo)	15.00	Monthly
Western "	(West of " " ")	15.00	Supplements

The leading Publishers, Printing and Lithographic Houses, Premium Manufacturers' etc., have used our service for years with excellent results.

GEO. McKITTRICK & CO.
PUBLISHERS

108 Fulton Street **NEW YORK CITY**

A PRINTING JOB IS AS GOOD AS THE INK
THAT PRODUCED IT.

MORAL: FOR GOOD PRINTING
GET GOOD INK.

For better printing get better ink.
For the best printing get

ENEU BLACK

WITH WHICH THIS INSERT WAS PRINTED

CHAS. ENEU JOHNSON & CO.

Philadelphia
San Francisco
Cleveland
Baltimore
St. Louis
Chicago
New York
Boston

¶ We offer a BLACK INK which will produce the best possible results on book papers, machine finish papers and coated papers, giving the life and color required without drying on the press, but which ***will dry*** on the sheet in time to get off that RUSH JOB.

¶ A BLACK INK of universal adaptability is the article long sought by the printer. WE HAVE IT. It is yours on your order, and is known as

Eneu Black

HERE IS THE PROOF

A. H. Sickler Company
Printers
514-520 Ludlow Street
Philadelphia

June 12, 1911.

Charles Eneu Johnson,
509 S. Tenth Street,
Philadelphia, Pa.

Gentlemen:

Your claims for Eneu Black are fully established by our experience.

Yours very truly,
A. H. SICKLER COMPANY.

EWA/E.

E. W. Allen.

NEW YORK | PROVIDENCE | CHICAGO

The KEYSTONE PUBLISHING COMPANY
Printers and Book Publishers
809-811-813 NORTH NINETEENTH STREET
"The Keystone"
Philadelphia
"The Keystone Magazine of Optometry"

June 21, 1911.

Chas. Eneu Johnson & Co.
Philadelphia, Pa.

Gentlemen:

It does not seem fair to you to let this opportunity slip by, without informing you of the success we have had with your "Eneu" black.

For the past two weeks we have had 6 presses running continually on heavy half-tone forms without slip sheeting the work, and without washing up during the day.

This is the third year that we have run this particular job, and never could get the color without an offset, which we have succeeded in getting on this last run with your "Eneu" black.

We want to thank you for bringing this ink to our attention.

Wishing you the success you deserve.

Yours very truly,
THE KEYSTONE PUBLISHING CO.
H. J. Brunner
SUPT.

HTS.HW

The Willett Press
Five West Twentieth Street
New York

May 27, 1911

Messrs. Charles E. Johnson Co.
#410 Pearl Street.
New York City.
ATTENTION OF MR. STEVENS.

Gentlemen:-

Replying to the shipment of your new "Eneu" black ink recently sent us, we wish to say that after a thorough trial we find this ink to be superior to any black ink we have ever used; it works cleaner, has a fine, dense black color, and the pressman can pile up the sheets without fear of offset.

Our future orders for black ink will be confined to your "Eneu" brand.

Yours very truly,
THE WILLETT PRESS.
H. J. Trueblood
Superintendent.

CHAS. ENEU JOHNSON & CO.

National Printer Journal

A Journal For Printing And Allied Trades

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Stated Addresses of the Twenty-Sixth Annual Convention of the National Editorial Association. Detroit, Michigan, July 18-20, 1911

(FOR OFFICIAL ROUTINE STENOGRAPHIC REPORT OF THE PROCEEDINGS SEE PAGE 549)

President's Annual Address

By President J. P. Baumgartner, Santa Ana, Calif., Register.

I CAN think of no larger, finer, better, greater opportunity, than that which is now knocking at the door of this Association. I can conceive of no more sacred duty for a professional association than that which rests upon *this* Association.

This opportunity and this duty pertain primarily to the individual newspaper man. Ours is the double duty and opportunity of the individual and the association of individuals. And then there is the duty and opportunity of the Association which does not pertain to the individual.

J. P. Baumgartner, Editor and Proprietor Santa Ana (Calif.) Daily Register—President National Editorial Ass'n.

As pertaining to the individual newspaper man this duty and opportunity are one and the same thing—to tell the truth, the whole truth and nothing but the truth about all those things which deeply concern the welfare of the people and the country, and intelligently and conscientiously to analyze and expound these truths.

The Association's first duty and opportunity is to encourage its members to embrace their individual opportunity and help them to perform their individual duty; and through them to reach and impress other newspaper men. Also the Association has a distinct duty and opportunity as an association, which is to bring to bear the weight of organized influence for good in all affairs of State and Nation.

If this Association will—note that I say will, for it can if it will—if this Association will secure a membership of 5,000 and impress upon that membership the true dignity and value of the newspaperman's calling, imbue that membership with the high ideals of the association, it will have performed a service for its country and humanity the social and economic value of which would be incalculable.

In this view, it behooves us to inquire carefully as to what are the dominant ideas and ideals of this Association. Are they superficial or fundamental? It is so easy to mistake the form for the substance, to confuse cause and effect. Of course, we must concern ourselves with rules and regulations, laws and forms of government—the vehicles and roadways of social progress—but after all, individual character, which makes up community character, is the supremely important and vital thing.

The thought I am trying to express and impress is general and all-pervasive and all-comprehensive. It is elementally fundamental. It finds concrete and specific expression and illustration in one of the many good things Emerson did not forget to say. "Republics," said this wise and great and good man, "abound in young civilians who believe that the laws make the city; that grave modifications of the policy and modes of living and employments of the population, that commerce, education and religion, may be voted in or out; and that any measure, though it were absurd, may be imposed on a people if only you can get sufficient votes to make it a law. But the wise know that foolish legislation is a rope of sand which perishes in the twisting; that the State must follow and not lead the character and progress of the citizen; the strongest usurper is quickly got rid of; and they only who build on ideas build for eternity; and that the form of government which prevails **is the expression of what cultivation exists in the population which permits it.** The law is only a memorandum. We are superstitious, and esteem the statute somewhat; so much life as it has in the character of living men is the force."

Thus, in its primary aspect and in its final analysis and ultimate aim, our work has to do with the character of living men. It is for us to learn for ourselves the truth and teach it to other men. Naturally and normally all men are seeking the truth; they love the truth. The truth is altogether beautiful and beneficient; whether it be about the tariff or religion or the marriage relation; whether it be concerning corn or pertaining to potatoes; whether as a social solvent or as a mental melting pot. And the truth shall make us free.

Great newspapers are builded on principle, faith in the people, and a fixed purpose. This is a truth which it is the duty and opportunity of this Association to impress upon the public mind. If we can effectively impress this truth upon our own minds and hearts it will prove the blessed leaven that will leaven the whole newspaper profession. And then and not till then will journalism take its place in our popular education and uplift.

I do not mean to imply concurrence in that segment of public opinion before whose judgment bar the press of today stands discredited as a whole, by reason of the existence of a small minority of incompetent and dishonest newspapers, but I do mean to confess my shame and sorrow that the number of discreditable newspapers is more than a negligible quantity.

It is nothing new that predatory financial interests are seeking ownership and control of the magazines as well as the daily press, nor is it anything new that they cannot get it. They may secure individual papers and periodicals, as they already have done, but they cannot control the press of the United States. There is less chance to do so now than ever before, for the democratic spirit in the country is aroused as never before. The people are looking for light with the intention of following it, and there will always be a press which will give them light. There have been false beacons in the past, and wreckers may be expected to burn bonfires on rocky headlands in the future, but there will be no stint of genuine lighthouses, no matter what interests may combine to maintain false ones.

And the press will have to learn that it must show true lights if it wants to lead the people. The people are exhibiting a greater capacity to discriminate than in former years. A mere pretense of being a paper of the people carries little weight with it in these times of awakened intelligence. Good works count for more than good talk. And this truth we must enshrine in our own hearts, and we must build for it an altar, and light the fires thereat, in the hearts of our fellow-workers.

Another thing we must do is to stay the tide of pessimism that is sweeping over the newspaper profession with respect to the efficiency of honest, earnest, intelligent editorial work. To change the figure, we have all felt the enervating discouraging effect of this poisonous virus. True, we have all had discouraging experiences in our efforts to influence public opinion and action; but in most instances of this kind, if the case were correctly analyzed, we would find that our failure was due to our own errors or weaknesses, or to extraneous and false factors, rather than to lack of susceptibility on the part of our readers. I firmly believe that we should rather tremble at our tremendous responsibility than bewail our lack of influence. The editorial page of the reputable newspaper—or perhaps I should say of the newspaper with a **real** good character—speaks with almost oracular authority, and multitudes not having ability, time or inclination to investigate facts, make logical deductions and arrive at conclusions on matters of general interest, are compelled to accept the statements and arguments of their favorite newspaper at face value. The occult influence of the printed page, the witchery of words, the psychological power of dogmatic assertions, the anonymity of the writings, all combine to give the editorials a prestige that it is almost impossible to overcome and overestimate. The fact that the newspaper comes every day and therefore, by continuous suggestion, promulgates its theory, is another source of power. And if we add, as we may at least in small city and country town, the power of an active, earnest, honest, unselfish personality on the part of the editor, we have a combination that is almost invincible.

Per contra the conscienceless newspaper is a perfect besom of moral destruction. It blights and withers all it touches. Its power for evil is untold and untellable. It will pander to the prejudices and the passions of the ignorant masses. Its news columns will reek with scandal and sensationalism. The follies of a decadent society, the abnormalities of crime and degeneracy, the squalid tragedies of lust, the degrading news of brutalizing sports, will be dished up to tickle depraved appetites. Brothel, divorce court and the haunts of vice will be ransacked for tid-bits of pruriency. Such newspapers are well named "gutter sheets," dealing, as they do, in gutter wares to dwellers in moral sewers.

But the yellow newspaper is not the worst form of journalism. The most demoralizing influence in modern society is not the newspaper that frankly deals in indecency and sensationalism. There are newspapers—without conscience or self-respect—that are in the market brazenly on sale to the highest bidder Well-edited, typographically excellent, respectable, dignified and conservative, having the support of the business community, entering the best homes and clubs, quoted in the most intelligent circles, yet rotten at heart—these are the papers to be feared. In the purchasable and subsidized press is to be found the most terrible foe of liberty, progress and democracy. It becomes the champion of special privilege, and its purposely, with Mach-i-a-vel-ian ingenuity and satanic ability, conducted on a **seemingly** high moral plane. Its forces are marshalled with such pomp and power as to intimidate the weak, and its exhaustless mental resources confuse all but the most wise and perspicacious. The purchaseable press does not stop at coloring and suppressing news; it goes further and **manufactures** news. The special articles are marvels of mendacity. The editorials are written to mislead the people, to confuse the issues, and to demoralize the public conscience. And so successful have these methods proved that all the world has witnessed—as I have intimately in San Francisco—instances in which they have beaten the sharp, hard sword of justice into a dull, crooked and impotent thing.

Only God knows how much a good newspaper can do, and only the devil can tell how much evil may be wrought by a bad newspaper!

May I leave in your minds and hearts a silhoutte of The Ideal Newspaper? Such a newspaper will have a news-service truthful, wholesome, complete; it will have editorials frank, far-sighted, tolerant, responsible; will have a policy broad, definite and public-spirited; will have clear-cut principles that cannot be bought or influenced; and will stand eternally for righteousness, progress and fundamental democracy.

Now with that ideal in our minds, what can we do to realize it? I am convinced that a long step along the road to this realization will have been taken when we have high-class schools of journalism in every State in the nation and have set up, in our own ranks at least, a higher standard of qualification for the practice of our profession. "Is Journalism," asked Joseph Pulitzer, "Is journalism, the most exacting profession of all, the one that requires the widest and deepest knowledge and the firmest foundations of character, to be left entirely to the chances of self-education? Is the man who is everybody's critic and teacher the only one who does, himself, not need to be taught? It will be the object of the college of journalism to make better journalists, who will make better newspapers, which will better serve the public. It will impart knowledge not for its own sake but to be used for the public service. It will try to develop **character.** But even that will be only an incident to one supreme end—the public good." "No business or profession," says Samuel Bowles, "needs ideals more than newspaper-making, and in a school of journalism associated with a high-class university ideals may be expected to take their proper place and receive the emphasis which is their due."

Good schools of journalism have already found firm footing here and there in our educational system. Let it be our pleasure and our pride, our duty and our opportunity, to give them hearty support, that they may grow in strength and numbers.

Whether the time has come to go farther, to set up a legal standard of qualification, may sincerely be questioned, but there is no doubt in my own mind as to the proposition that no man who cannot pass a satisfactory examination as to character and educational qualifications should be permitted to edit or control a newspaper. Since editors are moulders of public opinion, in order to better conditions everywhere, they should be men or women of high character and of at least fair ability in their vocation. Then why not make it necessary by law that men and women shall pass examinations to test their ability, and furnish evidence of good character before they are permitted to assume editorial control of newspapers or magazines? Let them be licensed, as are engineers, physicians and attorneys, and so make it impossible for any foul-mouthed, ignorant, intemperate blackguard to fill the columns of a sheet, which has even a limited circulation, with matter disgusting to the reading public, or to

Group of Officers and Members of the Twenty-Sixth Annual Convention of the National Editorial Association, Detroit; Mich, July 18th, 1911

mislead it in affairs of public moment. Let us have licensed editors, rather than editors merely with license.

Students of social progress and public officials everywhere recognize the newspaper as an important factor of modern life, and always emphasize the educational value of its work. Only recently Dr. W. F. Snow of the State Board of Health of my own State, called attention to the important part the newspaper plays in the education of youth who never get beyond the common or elementary schools. There is no gainsaying the educative influence of the modern newspaper. For this reason the conscientious publisher and editor is particularly careful as to the class of matter that is published in his columns. Without going to a puritanical or prudish extreme, he draws the dead-line around matter of questionable fitness. He undertakes to print only such matter as may safely and with propriety enter homes of refinement and be read unblushingly by every member of the family.

Taking this view of newspaper work and setting up this kind of ideals, there is inspiration in the labors of the makers of the clean, wholesome newspapers of the day. One of the rich rewards of the newspaper worker is to contemplate the educative, inspirational influence of the work he is doing upon a wide circle of readers. Every newspaper should be edited and published with a conscience.

So, then, the supremely important work of this Association is to strive for a realization of its ideals in journalism. In Pauline paraphrase let us say—

This **One** thing I do.
This one thing **I** do.
This one thing I **Do.**

Put the emphasis where the individual conscience calls for it, but **do this thing.** Magnify our calling. Putting aside and leaving behind those things that distract and dissipate and weaken the moral force of our lives, let us press forward toward the mark of our high calling of clean, wholesome, elevating, constructive journalism.

Ethics of the New Advertising—The New Word, the New Result

By E. St. Elmo Lewis, Detroit, Mich., President of Association of National Advertising Managers.

A GREAT merchant said: "The world has greatly sharpened its conscience within the past fifty years."

Today we must be keenly conscious of the effects of this process in the changes of moral attitudes and ethical standards in business.

It is difficult to make ethics a real, living, vital thing in the life of the hard-headed, close reasoning, liberal minded man of business. But when we consider ethics to mean the science which deals with conduct in so far as conduct is considered right or wrong, we get at the subject from a different angle. I shall take no high grounds in dealing with the ethics as applied to advertising. When we shall consider the subject of ethics as dealing with the right and wrong of advertising, I am sure, before we are through, we shall come to realize that we are dealing with a phase of business that effects our pocketbooks as intimately as the question of credit, for after all, the science of ethics is the science of credit.

We have several classes and grades of people in society that I shall roughly divide into the following classes:

First—The man who is honest because it is more comfortable for him to be honest—he deserves no particular credit.

Second—The man who is a crook because it is more comfortable to be crooked—he is a police proposition.

Third—The man who has worked out a scheme of life which makes him play a crooked game under the guise of righteousness—he is a hypocrite.

Fourth—The honest man who believes that he has a duty to perform to the public as well as to himself—even if it costs in consideration and money.

In advertising, these classes appear on both the publisher's side of the fence and on mine. These classes call for regulation on your side of the fence and on mine. There are signs of that regulation being about to be attempted. It is uncomfortably true, however, that law in this country is looked upon as a safety valve, rather than an energizer of justice. We have more laws in this country than all of the rest of the world combined. There is no man in this country who knows all the law. The nation was founded by lawyers and has ever since been conducted by lawyers, with a natural consequence that laws are generally made by lawyers for lawyers. Most of the graft that has occurred in legislatures, has been due to the fact that the lawyer who drew the bill drew it with the idea of increasing rather than decreasing the number of lawsuits. This process has been carefully nurtured in the school of ethical technicalities, until technicalities have become the obsession of the small minds elevated to the bench. The only thing a criminal has to do is to know the law in order to commit murder, without being asked to incur the social penalty. There is little hope, under our present legal system, that law as applied to making men honest, will be very efficient. Yet we see legislators of nine different states at this hour, drawing bills that have the avowed purpose of wiping out dishonest advertising.

The law won't do anything, but the publisher can. We have had legislators hospitable to the idea of passing laws to regulate dishonest circulation methods. The law didn't do anything; but advertisers can. The law simply reflects the moral decisions of a people, and there are moral crimes which society can reach only by public opinion making the offender a Pariah in its eyes. We have seen this force operating in the insurance invesigations, and their trail of deaths and suicides; in the anti-saloon legislation; in the anti-gambling laws of New York and the graft in politics.

Therefore, the social conscience, the business conscience is our chief concern today.

These are glittering generalities, gentlemen—I know it and you know it. This is neither the time nor the place for specifications. You know whether they are true or not, as well as I do.

Returning to the immediate subject with which we are concerned, after this foray into a survey of the present moral situation, let us see in what condition we find advertising at this writing. It is not an altogether edifying story that tells of the rise of advertising from the position of the hand-maiden and familiar of thieves and tricksters, commercial cutpurses and highwaymen of Ben Johnson's time to the present when not a little of her knavery seems still to be clinging to her skirts. But we are growing better.

On the morning of the 6th of May, 1876, when the great Centennial was opened in Fairmount Park, Philadelphia, John Wanamaker's "Grand Depot" opened with a half million stock of men's and boys' clothing. It was the first great retail venture on this side of the Atlantic. The practical, conservative, myopic merchants of Philadelphia smiled knowingly, and said—"It will be an utter failure," "The public will not support such a venture," "It is impractical"—as though being impractical meant anything. So is this School of Journalism "impractical." So is this speech "impractical." So is advertising "impractical"—to the rule of thumb man whose sole standard of test is—"Has it ever been done before in my experience?"

John Wanamaker's new store was based on this revolutionary creed:

First—When a customer comes to my store, he shall not be importuned to buy.

Think of it! That was in the days of cappers and barkers, who stood outside the store and roped in the loitering and unsuspecting visitor from the country, and sold him something he didn't need for more than it was worth.

Second—The prices of goods in Wanamaker's store were put down, at the beginning, to the lowest point that they they could be sold for, and there was no underground way to get them. Every customer was on the ground floor from the beginning.

That was rank heresy, and as no price for anything was supposed to be tight. Salesmen were explicitly given instructions that below a certain point goods were not to be sold, but they were to get as much more as they could.

Third—The goods in my store are trustworthy and genuine. Seconds are not sold for anything more than seconds, even if the customer cannot tell the difference.

This was considered as "sentimental bluff," by Wanamaker's competitors, because in those days, over every store was written with the tacit approval of both the proprietor and the customer—"Let the buyer beware."

Fourth—Any sale can be cancelled and money gotten back easily by return of what fails to please.

That was the final proof of insanity. The merchants said that would ruin the innovator if the other ideas didn't, because "the public would swindle him out of his eyes."

Fifth—New, fair and most agreeable relations were to be established between the purchaser and the seller, the poor and the rich, the wise and the unwise—there was to be no favoritism.

Most of the young men before me will perhaps fail to realize the condition of business in 1876. In those days, however, the condition may best be summed up in the simple generality—business was a competition between the buyer and the seller, to see who would get the best of the other. John Wanamaker introduced the idea of co-operation between the man who wanted something and the man who had it to sell, for the purpose of satisfying both in profit and in use.

It is not necessary for me to go into the economic details as to why that was right. In the long day that has intervened, John Wanamaker has sold over five hundred millions of dollars' worth of merchandise, based on that simple law, that glittering generality, that impractical theory, which in the meantime, has remade the commercial world. What is its central keynote? Isn't it ethical? Isn't it honesty—just plain, homespun honesty?

How did the publishers of Philadelphia welcome that attitude in 1876? Most of the weaker ones consulted those advertisers who, in the aggregate, used more space than John Wanamaker, and started in to browbeat, ridicule and blackguard him.

It is all a matter of record. Did it win? No; John Wanamaker lived to see the day when a great newspaper publisher had to come to him and cut his rate in half in order to get his advertising, because he said, "We have got to have the department store advertising in order to keep the home circulation, and John Wanamaker's advertising has more circulation-pulling power with the women of Philadelphia than our woman's page."

Wanamaker's honesty of purpose and performance has helped to remake advertising. Just as it has gained in honesty has it gained in power, and in power has it gained in prestige of the best names in business.

But we have a long road to travel before advertising can be made as powerful as it should be.

Every dishonest advertisement is operated by two partners—the man who writes it and pays for it ,and the man who receives the money and publishes it, the man who gives a bribe and the man who takes it. Mr. Curtis, with a new vision of the future, after a brief experience in publishing, laid down the true principle of ethics in the conduct of his publications. Through honest and fair dealing with his constituency, he has built up the two greatest magazine properties in the United States, and has two of the greatest circulations in the world.

Does it pay?

From the standpoint of the advertiser himself, operating a legitimate proposition, there can be no doubt about honesty paying—honesty not only in the mere letter of a statement, but in the spirit and the inevitable suggestion of the wording. As Mr. Marshall Field once said, "Exaggeration (a euphomistic term for lying) leads to greater exaggeration in increasing progression." Lying operates on the advertisers' and publishers' consciences like morphine on the individual, a little to begin with, and a big dose to end with.

Some newspapers, for instance, will not permit the insertion of fake stock investment advertisements. There is now running in the publication, "Adventure," a story under the title—"My Adventures With Your Money." The author, recently raided by the postal officers in New York, for conducting a swindling stock house, tells the story of how he marketed tips on the races, through the New York papers. That was not so bad, because the advertisements in the vast majority of cases, appeared in those publications that were of interest only to the sporting fraternity. A New York politician froze him out of that proposition.

Then he tells of going West, getting into the Goldfield mining camp at the height of the boom. He borrowed the money to advertise a company which had nothing but an option on what might be a gold mine—and the money rolled in from your town and mine. It didn't come fast enough. Gradually he elaborated the infamous Sullivan Trust Company of Goldfield. Thousands of dollars a day were spent for advertisements offering all kinds of gold brick stock to newspaper readers of America. He says millions of money came in from the ignorant investors of the country, and the shame and pity of it was, that so much of it represented the widow's mite.

How was it made possible?

It was made possible, gentlemen, by the fact that the publishers of the country were not ashamed to take the money; made possible, too, by the fact that the United States Government, through its postal subsidy, practically gave free access to the mails to the publications handling these advertisements. Our Government passed laws against the lottery, and yet the lottery was a holy institution of sweetness and light, and its proprietors were patron saints of honest gambling, in comparison to a graft in which the author of those articles admits that there is only one chance and that is—YOU LOSE.

Everybody lost in this proposition, including the man himself who operated it, the people who invested their money, and the only people who got any money who stuck to it, were the publishers of the newspapers who carried the cash-in-advance space. Gentlemen, is there any doubt in your minds and mine, that the publisher paid dear for that space? He lost the confidence of his readers in the advertising that he carried, because a singed cat dreads the fire.

The rest of the advertising he published carried less conviction to the minds of his readers; it brought less results to the advertisers, and in the long run, the advertiser is sensitive to results.

The newspapers carrying a general line of advertising in a city where he must look to a steady circulation, cannot afford to cheat his readers, either in story or in business.

Do not let us befog ourselves with any cryptic philosophies. Do you want to believe that this world of ours wants to be a rotten, dirty, dishonest and a lying world of men and women?

Do you believe that this world wants such journalism?

There is a refreshing evidence that publishing is getting better, more honest, and that business is realizing that it pays to be square. Dishonesty in reputable publications will stop, for common-sense reasons in most cases, in others through the assistance of advertisers, because they are going to refuse to advertise in publications carrying graft or indecent advertising. A well-known national advertiser of Cincinnati, Ohio, recently cancelled an order for six pages of advertising given to a certain monthly magazine, because that magazine was carrying fake stock investment propositions. The same magazine was informed that unless it cut that out, there would be thirty-five or forty more pages of advertising cut out.

Last January it cut them out.

Has it gained? I am told that three times the amount of advertising it lost has already been promised it, because of its clean-up. It doesn't always happen that virtue gets its reward so quickly, but the legitimate publication can only exist on legitimate proceeds. Advertisers are beginning to realize that a lying advertisement lowers the efficiency of all advertising.

P. T. Barnum is reported to have said that—"American people love to be humbugged." Nobody who knows anything believes that to be true. P. T. Barnum didn't believe it himself. He was always careful when he fooled the people, to make the mere method of fooling them so interesting that it was worth the money and the price of the show.

Did he ever try to sell paper sole shoes for leather?

Did he ever try to make Parisian diamonds out of cut glass?

Did he ever try to sell a sure-cure for consumption?

Did he ever try to sell you a misfit suit on a basis of money back if not satisfied, then throw you out of the store when you came for it?

Did he ever try to sell you Ceylon Tea for Orange Pekow?

If he gave you a good show, worth every penny that you paid him, and if much of it was humbug from the standpoint of being different than what was advertised, it was not something that brought tears, woe, unhappiness, pain and even death in its train, was it? It was worth the money to see how it could be pulled off—and people love to see cleverness even in humbugging.

I asked a New York retailer what were the essentials

of a department store advertisement. He said, "Big space, big type, big reductions, big adjectives, big promises."

I said, "How about the truth?"

"Oh, don't let that worry you," he laughingly replied.

I told him that if he would make an investigation I was sure that he would find that his entire trade changed at least three times a year.

He answered, "Yes, I believe that to be true, but there is a new crowd of suckers in New York about that often.'

How would you like to be in a business like that? How would you like to dream and plan for it? How would you like to be a gardener of suckers? Isn't it a holy and lofty ambition to be the head of a great institution where you must admittedly rely on the patronage of the sucker?

The great institutions of Marshall Field, John Wanamaker, Lord & Taylor, Altman, and a few others of that class, are introducing a new word in advertising and it is that of honor, which is the backbone of service, and service is becoming a word with which to conjure, because service is back of all efficiency. The one price, and the money-back-if-you-are-not-satisfied systems, are two great principles making for common honesty in the relation between buyer and seller, but now there is an attempt to go further.

A man is accounted honest in a trade sense, if he uses "trade terms" in his advertising; if he guarantees a thing to be of silk when in reality it is only half silk; "all wool" in a trade sense for half wool and half cotton; a "yard wide" blanket is often but thirty-three inches, trade terms again. Isn't it peculiar that the difference should always be against the buyer? The merchant with the fine sense of honor says, no, it is only half silk, or one-third, or whatever it may be, because he carries into his relations with the public, the same nice idea of honor that he carries into his relationships with his personal friends. It does not take long before that man has the influence, which is an asset, before his store has a prestige that nothing can interfere with. Too many of us make an oriental distinction between the claims the larger world of business has upon us and the claims of our own circle of friends. All the big men, the men of vision who are playing the game according to the rules, do not see any difference.

I am told by a reliable man that Marshall Field spends but 2% for advertising, while the average State Street merchant spends from 3% to 3½%. It is because, as a New York clothier said of Rogers, Peet & Company's advertising—"They don't have to use as much space as I do, because they have got the people to believing their advertisements."

Postmaster Hitchcock says that the people of this country are paying a number of millions of dollars more than they are getting, to help the newspapers and magazines of this country to be placed in the hands of the people. This is a tax upon the people for the support of a free press. We have an interest in the press, therefore and if we are to believe the howl that went up when Postmaster Hitchcock offered his amendment covering the question of second-class postage, this subsidy is worth something to the American publisher. If this subsidy costs us something, the American people have a right to say something to the publications. The American citizens want to say this to you publishers of newspapers, magazines, etc.

We want the news and the true news, we want the best advice and suggestion and guidance your brainiest editors have to offer.

We want you to make money and we expect you to do good while making it.

We want the same grade of truth in your advertising columns as you say you put in your reading columns.

We can't take much stock in the beatitudes you preach editorially, if your advertising manager is swiping the widow's mite through stock grafting advertising.

There is another thing that is bad because it is secret. The reader and the advertiser are as one with you on it—that is the "inspired news item" sometimes called a "free reader" when the newspaper gets nothing for its publication, and it is a poor device for using your prestige for a private snap at best.

The American public would like to feel, also, gentlemen, that when it sees a thing in your publication, that it is an honest expression of unbiased opinion, and that it has not been insinuated into your columns through the clever, thoughtful manipulation of a hired press agent In other words, if it is paid for, we would like to know that it is paid for.

The other day I received a most remarkable book.

It listed the names of nearly five hundred individuals and companies who were active as press agents for various interests and advertisers. Here is a man set down as an agent who "furnishes anti-pure food legislation material; especially against Dr. Wiley." Here is another who is the official press agent "for those who are opposed to the Postal Savings Bill." There were several hundred others, some were not at all bad, because they furnished news items about the different lines of trade; and in many cases offered only such material, which, while it might do the agent's principal some good, would do the reader no harm.

The whole system is vicious, because it is secret.

Advertisers of this country, gentlemen, want to help the publishers to place advertising where it belongs, in the advertising column.

I say that advisedly, as President of the Association of National Advertising Managers, which represents close to $16,000,000 of annual expenditure, because we want to help place advertising on a higher plane of commercial usefulness and power. We have laid down as the cardinal principles of our organization the following objects, in gaining which we ask your heartiest co-operation.

First—The proposition that the honestly advertised and trade-marked goods as advertised in reputable publications, are the safest goods for the purchasers to buy.

We want your help to make that true by carrying on an educative campaign in your columns.

Second—We lay down the proposition that honestly-advertised and trade-marked goods are prestige-making products for the retailer to handle, and we are paying you a good many millions a year to make that true.

We ask your editorial co-operation.

Third—We believe and maintain that no publisher has a right to take our money on the promise that we are buying entrance to reputable homes where he has an influence with reputable people, and then put our advertisements in competition in his columns with grafting and immoral advertising of any description.

Fourth—We maintain that we have the right to know exactly what we are buying, and that any publisher who is charging a fair rate for his circulation, should make it known exactly what he is giving, and that he should meet us half way in any attempt to devise a method by which the honest publisher may get his dues and the dishonest publisher be given his proper label.

Fifth—We further maintain that we have a right to know that for the same service, we are not paying any more than anybody else, and that the publisher has a right to be protected in getting the money that is due him.

These are the principles on which the Association of National Advertising Managers is founded, and it is growing, because advertisers are commencing to realize that they have a common interest and a common purpose. They must be organized to obtain that purpose, and to protect that interest, just as the newspaper and magazine publishers have combined, in the American Newspaper Publishers Association, and the Periodical Publishers Association. We want to meet all the interests concerned in the spirit of co-operation and not competition. We want a square deal to everybody with the public included.

Finally, gentlemen, this has spun out to a greater length than I had anticipated, but as I look towards the day after tomorrow, it seems to me that we are on the eve of an era that shall make us proud of being American advertisers and publishers.

It seems to me that the two great leading forces in business, the press, which is the mouthpiece of the people and recorder of their acts and purposes and high ideals and emotions; and advertising, which is the voice of the market place of the world, shall come into a more profound realization of their high office in the making of a better business, than at any time in the world's history. As these greatest forces make for high conduct and noble realizations, into your hands and into the hands of the profession of which I am a humble member, therefore, is given these ideals to nurture and these purposes to accomplish. To the newspaper man who cannot forego the red coinage of Sappho, nor the income from Bacchus, nor

the tribute of Annanias, let him, in all conscience, play the game above the boards. I would suggest to him that he segregate such advertising in a redlight district in his newspaper. Let him print it on pink paper. Let him put in that red light district all the dubious personals—the poisonous patent medicines, the quack doctors, the fake tipsters, those ads he doesn't want his daughters to read, and those sechemes he knows are crooked. Let him thus protect his reader's confidence in his honor and his honesty. Let him put over the heading the simple, yet eloquent motto—"We need the money."

Thus he may not be held blameless, but he can be called himself honest. We must estimate the value of a work or a profession not only to the individuals concerned, but to the social body of which we are a part. We cannot escape the duty and the imperative command to be so, because standards are the safeguards of our moral order, and society says that any man who wishes to enjoy the benefits, must meet the conditions. Such men as are before me know, as I know, that we are happiest when we put into use the age-old principles of service to the people, for there can be no doubt that "he profits most who serves best."

Profoundly conscious of the limitations of the mind and heart to accomplish the ideals that the soul of men sets for itself, yet, as we may not grasp the star that guides us over the waste of waters, we place these ideals in the far heavens of our lives, that we may have a pleasant voyage and at last come to the harbor of Dreams Made True.

Free Publicity

L. B. Palmer, Manager of American Newspaper Publishers Association, New York City.

WHEN your worthy President extended to me the opportunity to address you on the subject of the Press Agent, his invitation was accepted with the greatest alacrity because of the belief that the Press Agent is a menace to journalism and because of the belief that his activities and methods need only to be explained to assure your cooperation in his suppression.

For three years we have been exposing him and running him to cover.

While we have met with much success, his extinction has not been accomplished.

Millions of dollars are each year directed from the advertising to the news columns.

Dr. Wiley will remember the merry war they carried on in the news columns for their employers who were interested in maintaining Benzoate of Soda for a food preservative.

True it is that whether or not certain offerings should be published gratis and as news, is one of viewpoint and therefore in many conclusions we may differ—yet when we realize that much advertising is surreptitiously smuggled into the reading columns, we will at least be on common ground.

I am reminded that we are in the Diocese of the worthy Bishop—who, failing to reform the newspapers, has turned his attention to the improvement of the Decalogue—so let us approach the subject of the filching of the dollar, without passion, but in a Christian spirit, without malice, but with charity.

For our purpose it may be well to define the Press Agent as one who for gain endeavors to secure the free use of the news columns for those who employ him. For many years a large number of men have found this line of effort profitable.

The use of the news columns is obviously essential to their success. Without such use their calling would end.

To secure the coveted space some of them, at least, resort to methods that are oblique and not properly described as the shortest distance between two points, while others depend upon their ability to write copy that contains some element of human interest and cleverly conceals the object, motive and source of their contribution.

From the minnow to the whale, all is fish that comes to their net. At one moment they are suppliants for a little "puff" for an advertiser and the next practically demand columns of space for some large interest.

Columns of such matter are innocently published by those who see the news feature but are blind to the motive of the story, or through excess of good nature or hope of future reward; and thus the press agent prospers.

With a request for free publication of matter the object of which is manifest, we are naturally not particularly interested, yet much that is apparently obvious conceals a hidden motive of importance.

Most of the offerings are pure advertising thinly disguised with a veneer.

Let us not forget that most matter submitted for free publication is inspired and that its publication tends to and does in many cases materially lessen the total amount of paid advertising space.

Its publication, by lessening earning power, directly hits at the vitals of every publication in the land.

In his defense, and in describing the legitimacy of his calling, the Press Agent will give every assurance short of a bond that he never touches a subject that should appear in the advertising columns.

That is his, not the publisher's point of view.

It is seldom that the copy is not susceptible of proper treatment in the advertising columns in which it belongs.

The Auxiliary Press Service of Chicago, one of many actively engaged in supplying "inspired" matter free, says:

"Our difference from the publicity bureaus which merely seek to advertise is this: Our matter is in form for news use to serve the readers and we assume that it is a sound premise that, with all due regard for revenue and to obtain it, the reputable publisher considers first and seeks to serve his readers. It would be an evil day if, as a class, they restricted their news to that which is obvious and failed to welcome that requiring special inquiry and facilities. If we ceased activities no revenue would be added to the publisher's income. We seek to follow the usual news forms but we go further, provide without expense, informative and authoritative news which otherwise would be overlooked or unavailable."

To this statement a publisher seems to have properly stated the case as follows: "The newspapers all have ample means of securing news through their various news bureaus and associations as well as through their editorial and reportorial departments and they therefore do not require the services of your organization or that of any similar one."

Another publisher under similar conditions replies: "This publication is a newspaper, with news to buy and advertising space to sell. It does not care to buy the class of news you offer, and you cannot afford to give any news if it is worth anything. Please, therefore, take us off your 'free publicity' list. You are wasting postage, and we are overloading a waste basket."

Auxiliary Press Service.

One publisher returned copy sent for free publication by the Auxiliary Press Service, Rand-McNally Bldg, Chicago, and enclosed rate card, stating that this matter properly came within the classification of advertising. The Auxiliary Press Service forthwith replied that this matter was distinctly exclusive news, and expressed its astonishment and regret that a paper should refuse to print news of compelling importance to fraternal insurance interests unless paid for so doing. It concluded with the suggestion that the publication of such matter and much similar matter is primarily of benefit to the community, whereas publication of advertising matter is of benefit only to the advertiser. The answer to this appears to have terminated an exchange of correspondence and very effectively to have defined the situation:

"We acknowledge receipt of your favor of March 10, taking exception to our position in refusing publication of matter forwarded us by you in support of certain of your clients. The fact that you maintain an organization for the dissemination of so-called news at a price which you evidently receive for such service is sufficient answer to your several queries. The activity of certain press agents in this country in attempting to secure advertising in the guise of news made necessary the action of publishers looking toward the protection of their columns. The insidious manner in which advertising is combined with news in the communications received from press agents in general becomes a matter of serious import to the publisher not only from the standpoint of space, but even more important in the editorial coloring which is given to those articles. We have no room for space of this kind in our paper, and respectfully request that our name be omitted from your list."

"B" Special No. 2397 Mch 25, 1911.

Says one press agent: "There are subjects and phases of subjects that cannot possibly be of any real value in the advertising column."

Let us beware of Greeks bearing gifts and let us consider a few of the free publicity campaigns that have filled the news columns to the advantage of the advertiser and his agent and to your loss.

Some years ago my attention was drawn to the cash loss sustained by newspapers by the complaint of an advertising agent.

The American Newspaper Publishers Association, with which I have the honor of being connected, began, some two years ago, the weekly publication of Bulletins in which are listed all requests made for free publication, and in which, when known, is exposed the motive and source of the request.

We do not attempt to pass on the merit of the subject for which publicity is sought, be it religious or alcoholic, but are content with a plain statement of the case so that those who read may act with knowledge of the source and motive of the contribution.

This weekly bulletin, which will be mailed to any editor who may ask for it, has made the free publicity road more difficult to travel. State and other newspaper organizations have passed resolutions condemning the occupation; many newspapers have closed their columns to the free space grafter; and many notify the suppliants to discontinue mailing matter to them. It all tends to make the calling unprofitable. When unprofitable it will cease.

The remedy, which may be given in three words, "Don't print it," lies in your hands.

I trust that I am not presumptious in suggesting that this organization, if the subject be considered of sufficient importance, pass a resolution drawing the attention of its members to the abuse of the news columns, and also take such other means as may seem proper to discourage further assaults on your publications.

What of the Day?

Address Delivered Before the National Editorial Association, in Detroit, July 18, 1911, by John B. Stoll, Editor of The South Bend Times.

FIFTY-THREE years ago, a man but little known beyond the borders of his state, while engaged in a joint discussion of political issues with one of the foremost statesmen of the United States, startled the American people by emphasizing the Biblical quotation, "A house divided against itself cannot stand," and utilizing the same to an expression of his conviction that this country could not long exist half free and half slave.

Before he publicly uttered these simple but weighty words he discussed their import with the accepted and trusted leaders of his party. He was told by them that it would never do to proclaim such "revolutionary" sentiments in the then impending campaign; that so to shock the sensibilities of people for years and years educated to concession and compromise would mean inevitable defeat. Unmindful of these protestations and notes of warning, Abraham Lincoln did give utterance to the convictions that earnest study of the then existing conditions had forced upon his fruitful mind. And, sure enough, defeat in the senatorial contest of 1858 came to him, but lo and behold, within the short period of two years the very sentiment which he refused to repress and suppress carried him into the presidential chair. It is worthy of note that his successful competitor in the senatorial contest of 1858 was his chief competitor in the presidential campaign of 1860 and that from the moment the result of that election had been declared, Stephen A. Douglas, the idolized leader of his party, made splendid use of his matchless eloquence and powerful influence by urging his followers steadfastly to support the newly elected chief magistrate in his great purpose to prevent the disruption of the American Union.

Greed the Origin of Slavery.

Conditions today are not much unlike those of a half century ago, only they are more complex and insidious. Slavery in this country was established as the result of greed. For its introduction here avaricious traders of both North and South were responsible. The nation as a whole has suffered incalculably and indescribably from the curse thus inflicted upon the land. Reasons abundant to feel grateful has the present generation that sectional animosity has at last been obliterated and that men good and true are banding together everywhere for the noble purpose of overcoming difficulties and averting dangers infinitely greater than those that confronted the nation a half century ago.

Present Evils Well Known, Due to Organized Greed.

What the evils that now beset the nation are need not be enumerated to an intelligent and well-informed audience. This task has been performed over and over—through the columns of the press, from the pulpit, from the rostrum, in the halls of legislatures and congresses and in messages of governors and presidents. They are known to all who have eyes to see and ears to hear. With shame and humiliation right-minded men and women realize that the most favored land on the face of the globe is in the grasp of Organized Greed which halts at nothing that gives promise of still greater acquisitions. So relentless has been this pursuit of mammon that thoughtful observers of events are wondering when the climax shall be reached and what the crisis may finally bring upon us.

Efficient Remedies Proposed.

Fortunately many agencies are at work that render possible the adoption of measures which, speedily agreed upon and effectively applied, may avert the disasters that stare us in the face. The seed of righteousness has been sowed broadcast; the harvesting but needs the judicious yet earnest application of skill and perseverance of those who have taken upon themselves the obligation faithfully to serve their master—the people. The make-up of the congress, especially of the upper branch, has been greatly improved—so much so that there is reason to believe that a strong raising of the popular voice will secure the enactment of every measure really needed to free the nation from the octopus that now exacts tribute from every real worker in the land. The belief is warranted that by supplementing the Sherman anti-trust law so as to provide for the imprisonment of offenders and the forfeiture of their ill-gotten gains, the temptation to extort and to oppress would soon become extinct. The experience of the world forcefully admonishes to the imposition of both income and inheritance taxes so as to exact from those best able to bear the burdens of taxation in proportion to the benefits derived from governmental protection, and the transfer to the public at the termination of one's earthly career, of a just proportion of his or her accumulation. Time for the discussion of the expediency and justice of such procedure has gone by. Argument in favor of such taxation is overwhelming, conclusive and incontrovertible.

Best Talent Needed.

In order to introduce the reforms needed to assure the greatest good to the greatest number, we cannot well over-estimate the importance of enlisting the best obtainable talent for the formulation of legislation to meet our country's reasonable requirements. During the past quarter of a century, but more especially during the past ten years, corporations and monopolies have drawn heavily upon the ability of the legal profession to direct them in evading such laws as may have been deemed antagonistic to their greedy, grasping progress. Now, that the handwriting is seen plainly on the wall, and that the pendulum is swinging in the opposite direction, it is not unreasonable to assume that in the great work of overthrowing Organized Greed, legal talent will not be lacking for the framing of ordinances that will assure every inhabitant of the land fair opportunity to enjoy life, liberty and the pursuit of happiness.

Conditions Have Changed.

Do not lose sight of the fact that conditions have changed vastly since this government was framed and its constitution adopted. If there be impediments in the way of securing by statutory enactments such provisions as may be adjudged essential to the popular welfare, no time should be lost in taking the necessary steps to amend the fundamental law as to render it adaptable to present needs rather than those of the dead past. Constitutions are for the living, not especially for the dead.

When the government was founded, there were no million-dollar institutions to deal with or to regulate. There were no octopuses to grasp, manipulate or absorb billions. No individual lived in those days who presumed it to be his right to demand of any branch of the government obedience to his behest. Manhood was placed high above the dollar and men's merits were not estimated by the size of their bank accounts. No monkey dinners were given by feeble apoligies for vain men and silly women. And no father of an American daughter thought in those days of buying a titled husband as has been done in numerous instances during the past two decades by degenerate Americans whose success lies in manipulating watered stocks and squeezing the life-blood out of men, women and children eking out a miserable existence and for whose escape from hardship and poverty there is no other hope than death.

Plutocratic Degenerates.

If these degenerates, these animated money-bags, had lived in the days of the American Revolution they would, as a matter of course, have been found in the ranks of the Tories instead of upholding Washington and his compatriots in their noble efforts to establish upon this continent a government of, for and by the people.

The very fact that American papas and mamas, grown rich in purse by the rapid development of our country's boundless resources, have become so enamored of European royalty as to barter away the souls of their daughters and to invest fortunes in the purchase of foreign titles, in themselves repugnant to believers in the immortal Declaration of Independence, is evidence conclusive that faith in republican institutions and man's ability for self-government has become extinct and that love of liberty no longer finds lodgment in the hearts of these title-hunting and royalty-admiring nabobs.

Honest Wealth is Honorable.

Far be it from me to harbor enmity or hatred for men of wealth. On the contrary, I respect, honor and esteem him who by frugality, industry, enterprise and genius accumulates a competence or a fortune. Making proper use of his means and his talents, he can easily become a benefactor of the community in which he has his being. By example and direction he can accomplish great good to humanity. He can become a powerful factor in the development of wholesome public sentiment, in its effect more beneficent than statutory law.

It is a source of unbounded gratification that the United States has produced a goodly number of such, from the very beginning of its existence up to this day. During the protracted struggle for American Independence men of wealth were in the very forefront of the revolutionary movement, giving freely and generously of their means to feed and clothe the poorly equipped volunteers struggling for freedom and independence. Even in the darkest hour of the revolutionary struggle these big-hearted men of means did not hesitate to give, though the prospect of reimbursement may have been ever so dim and remote. The same is true as to the war for the preservation of the Union, although it is but a simple recital of unpalatable truth that greedy, grasping cormorants were not wanting in either of these sanguinary contests.

Abnormal Riches Unrepublican.

Close observation and careful study seems to warrant the conclusion that abnormal riches are incompatible with republican institutions. History furnishes abundant proof that not every individual is fitted to possess or to control large sums of money. Innumerable instances of inherited fortunes recklessly frittered away are recorded. It has been said that it is far more difficult to keep intact a fortune than it is to create one. It is an acknowledged fact that the hardest taskmaster is he who emerged from poverty. Arrogance and cruelty on the part of the beggar on horseback are proverbial. It so happens that as a result of the rapid development of our marvelous resources many of America's army of millionaires are not fitted by nature or education to be the custodians of large fortunes. Hence their excesses, their ostentatious display of wealth, their reckless extravagance, their grotesque performances at social affairs, their debaucheries, their insidious though unwitting fostering of the spirit of communism, and anarchism, their contemptuous indifference to propriety and public virtue, their disdain for moral and religious obligation, and their wanton disregard of all that which is essential to orderly society.

New Obligations Must Be Met.

In our civic development we have to deal with much for which there was no occasion in years gone by. Under existing conditions, chiefly the creation of concentrated wealth, public duty has become greatly enlarged. No member of society is justified in wrapping himself in the mantle of selfishness. I make bold to declare that society is not properly ordered or constituted when it permits the weak and infirm to hunger and starve while others have an abundance and revel in luxury. In saying this I do not want to be understood as holding that society owes the loafer, the vagabond or the drunkard a living, but I do contend that it owes it to itself that proper ways be found to keep surveilance over them with a view to their reformation and ultimate self-sustaining. The cry of paternalism no longer has the terror for me it once had. With changed conditions come new obligations necessarily followed by the enlargement of the exercise of governmental power. The greatest statesman of modern times, Count Bismarck, inaugurated changes and innovations in social economy that no monarch before him ever dreamed of, and the result is that in the prosperous, progressive and enlightened Germany of today the interests and the welfare of the wage-working classes are better and more comprehensively guarded than can be claimed to be the case in any other part of the civilized world.

Ours being the most blessed land known to man, as to resources, productivity and opportunity, it ought not to be deemed difficult so to shape affairs as to meet the reasonable wants of its inhabitants. To this end in view, we should not only insist upon labor being justly rewarded, but also see to especial care being taken that organized greed is not permitted to extort undue and unreasonable profits in handling the necessaries of life, as was done during the past few years. Higher wages, the intelligent wageworker should understand, can be of no real benefit to him while the extortionist levies tribute upon everything the workingman needs to sustain life.

Lofty Duty of the Press.

As members of an honorable and influential profession, as conductors of the public press, we should consecrate ourselves now and henceforth to the intelligent and courageous advocacy of that which is most conducive to the nation's welfare and to human happiness. Instead of devoting space to boosting presidential or gubernatorial aspirants, let us deal with the momentous questions before us. Revive the spirit that animated Lincoln and Douglas in 1861, and stand firmly by the men who, in the present crisis, are honestly striving to rescue the country from the clutches of the greediest cormorants that ever laid hands upon chattels or lands! All the pillaging done in centuries by pirates on sea and brigands on land does not compare in extent and amount with the millions wrung from American people by Organized Greed during a single decade. Let the productive forces of the entire country unite to dissolve and scatter these iniquitous combinations. First of all undertakings, throttle and exterminate this monster. Plutocracy must not be permitted to dominate this country, apostrophised as the land of the free and the home of the brave. Let those who conduct party journals insist upon party managers directing their efforts toward placing in nomination such men only as can be depended on to prove faithful, honest and patriotic public servants. Then, whatever the fortunes of political warfare may have in store, the nation may feel assured of the safe guidance of the ship of state. If the press would be esteemed the palladium of liberty it must prove itself worthy of that appelation. It must not be sordid, selfish, grasping, unscrupulous and unjust. If it could enjoy the confidence and esteem of good citizenship, it must be truthful, candid, fair, just, and conscientious. It must not shrivel its soul by worshiping at the shrine of Mammon. Its aims and purposes must be higher and nobler. Guided by lofty motives, it can contribute immeasurably toward bringing about better conditions, brighter days. Then, indeed, may be cherished hope for the dawn of an era of contentment, happiness and genuine prosperity. With buoyant hearts, with confidence and faith, let us resolve to do our part toward making and preserving this Republic as the abiding place of the freest and happiest people on earth.

The Newspaper Man's Duty and Opportunity With Regard to National Legislation

By Hon. Henry A. Barnhart, Representative in Congress from Indiana.

Mr. President, Members of the National Editorial Association, Ladies and Gentlemen:—

NEWSPAPER Man's Duty and Opportunity with Regard to National Legislation" is my formal topic, and it is so invitingly broad and so graciously liberal one could talk from many angles without hazard of sticking to the text. By way of introduction I might say to you that I am primarily a newspaper editor and publisher of twenty-five years experience, but incidentally I am some other things, and it may be that it is the "other things" that won for me the honor of a place on your program.

Many years ago, before Indiana had achieved her matchless distinction in finance, industrial greatness, literature, oratory, and statesmanship, a group of travelers happened to meet at a dinner table of a down east hotel and, in the course of the conversation, it was discovered that all hailed from different states, after each had eulogized the greatness, goodness, valor, accomplishments and glorious prospects of his home state, except one little, dried-up old man, it was asked of him: "Stranger, we have all told what we are and where we are from, except you; who are you and what of your state?" "Oh!" he replied, "I'm a Hoosier, now durn you, laugh."

So with me, after several years experience in Congress, whenever I am introduced as Congressman I feel like saying, "now, durn you, laugh."

I said, "incidentally I am other things than an editor." My biography in the Congressional Directory sets forth that I was once a farmer, then an editor, serving my state incedentally in the capacity of Prison director and afterward as trustee of Longcliff Insane Asylum; and so one day, early in my service in Congress, when Speaker Cannon had evidently looked me up with the probable purpose of giving me committee assignments wherein I could do myself little good and the Speaker no harm, he said jocularly, to a friend of mine: "Surely Barnhart is a man of consistent destiny. He drifted from a farm into an editorial chair, then into a penitentiary, then into an insane asylum, and finally into Congress—a spectacular climax to a step-by-step career."

Uncle Joe likes farmers better than newspapers, and you will therefore readily understand how he "sized me up" by one glance of my biography.

Nevertheless I bring you the glad tidings of great joy that the people are sending more editors to each succeeding Congress, now, and the day dawn of the legislative millennium is coming correspondingly nearer, and nearer.

Ours is a great government based on popular will control. But popular will does not always control and therefore it may well be guided. Popular will, it is said, must be the last thing recorded, and in that fact lives the individual duty to so speak, act and exemplify that the popular will record shall be made up not in anger nor impulse of the moment, but in the fairness and the reason that make for justice and permanency. And in these great conflicts of public opinion for better things the editors of the newspapers that are read in every intelligent home in the land are a power for good or for evil, as their energies may be directed. So the newspapers are powerful with the public and the country in proportion to the "back-bone" or the "jelly" they show for public welfare. The newspaper that panders to unwholesome public thought is a deserter in the face of high public duty, and the one that puts conscience above the counting room cash register builds mightily for larger blessings to civilization both here and hereafter. We all admit that it is safer to trust the pulpit than the street for information to well-being, but the newspaper ought to tower above all other agencies for shaping public destiny, because of its limitless facilities to touch the minds and the hearts of men.

So much for the possibilities of newspaper power. But you want me to talk of your **duty** and **opportunity** with regard to national legislation. To do this I would but emphasize the influence of the press in the home. Some one has said, "give me the religious training of a child until it is twelve years of age and my doctrine will be its faith forever." Show me the fundamental political teachings of the generally read family newspapers of any land and I will read therein the future policy of that country as accurately as though it were chiseled on tables of stone.

Therefore, what is the duty of editors with regard to national legislation? What is the emergent need of general welfare? Is it money? Not that. Is it more privilege? Not that. Is it more Government favor? Not that. Is it more partisan politics? Not that.

Well, what is it then? It is more possibilities, more health, and more happiness for the millions.

We are the foremost civilization, in most respects, on earth. But in point of physical and moral stamina we are a dilapidated lot. Our Government pays out colossal sums of money for scientific training of the public in economics, in agriculture, in animal industry, in geology and in general conservation of all things material except the health and strength of our people. In the midst of our superior blessings of invigorating climate and wholesome food, disease and depravity are withering our friends and fellow citizens on every hand. Some of this is due to our own negligence and ignorance, but much of it comes from heredity. In either calamity we need legislative help and protection, and the press of the country can confer a greater benefit to posteritv by urging good health and good morals legislation than by all the tariff, military, and diplomatic arguments that can be made "from now 'til Kingdom come."

Within the last few years, under Government direction, medical tests were made that placed yellow fever contagion under such perfect restraint that the Southland has been blessed and prospered ever since by freedom from this dreadful and blighting scourge. I believe the Government, with its unlimited possibilities for investigation, could effect like results in protecting us from consumption, cancer, typhoid, pneumonia, etc., if Congress would authorize an enlarged and fully equipped natural health service. And I believe, too, that if the press would abandon the popular but disastrous prejudice against official direction of family hygienics we would soon have improved health and moral conditions with which all the wealth of the world could not compare.

Another need of this day of progress is a general directory for the care and supervision of child life. I know it has been and is considered meddling sentimentality to even suggest a governmental Children's bureau, but if you editors will stop a moment and consider you can easily be very helpful, by making occasional editorial references to the fact that the Government spends millions in teaching the people how to grow healthy live stock, but nothing to the well being of children. Ten million young and inexperienced United States mothers have free access to all sorts of Government expert educational bulletins, except instruction in methods of giving healthy minds and bodies to the loves of their lives—the future generation lying in their arms.

We stand awed and alarmed at the increase of defectives and delinquents who are crowding our benevolent and penal institutions because they are physically and morally so weak they must become public dependents. Who made them such? Can we and should we help mankind to a stronger and better environment?

I merely mention these needs of Government help as suggestion for editorial endeavor, along lines on which sensible men can agree, and as indicating policies that will cost little but be of inestimable value in results.

One more suggestion on benefactions for the future and I will spare you. We are spending something like 70 percent of the total revenues of our great government to pay costs of wars that have passed, and expenses of preparation for wars that, God grant, may never come. We are doing this in face of the fact that the money outlay for war is inconsequential when compared with the misery which the shot and shell and hell of carnage produces. War is an awful calamity. It goes into the homes and takes the father or the son, or both of them, and sends them to human slaughter pens to settle, not by justice, but by superior murderous strength or skill, questions of State that tribunals of justice should decide, as courts now settle disputes between individuals which were formerly settled by fist fights. We boast of our civilization and our ability and our duty to establish protec-

torates over other peoples who have long been in darkness, and while we are in distant lands teaching benighted subjects how to spell words in the primer of justice and humanity, here at home we are still forging bayonets and teaching the children to cheer rather than weep when the soldiers march by. I know that the doctrine of having the largest navy and army in the world is a popular one, but I agree with that grizzled old veteran who has said in talking of promoting peace by training for war, that if every man in the United States would breed bull-dogs it would not conduce to peace in the canine tribe. We ought to take the lead of all nations toward the establishment of permanent international peace, through courts of arbitration, and as it would save millions and billions in money and relieve the world of the horrors and misery, and brutality of war, every public spirited editor in the land should urge national legislation for peace.

Most of us in this Association are politicians, and possibly some of us are still following the dangerous policy of, my party right or wrong. I have seen newspapers fighting for the election of men whom the editors knew to be unworthy of public confidence and public trust, and there are still a few that follow every whim of party leaders, be they right or wrong. This is dangerous for both the editor and the public. Somehow it usually occurs that the big rascal in politics is an extreme partisan and "hollers" patriotism and party loyalty so that you cannot hit him without breaking plate glass. The monopolists, the franchise grabbers, the lobbyists and the apostles of boodle are usually party partisans, and if any one attempts to expose their schemes, or obstruct their ambitions, they wrap themselves in the flag and cry out, "you are attacking the party." We ought not longer stand with such baneful elements in politics, and we are false to our high calling when we do. The folly of such subserviency to party is succinctly set forth in the anecdote of the candidate who asked a man to vote for him. "Oh, I can't do it, John," the fellow replied, "I know you are the man for the place, but I am a party partisan and vote for the Devil if he is on my ticket." "Yes, I know," the candidate said, "but inasmuch as your friend, the Devil, is not on your ticket this year I thought you might vote for me without stultifying your politics."

Do any of us, by our editorial conduct, practice the policy of voting for the Devil if he is on our ticket, and if we do, can we recall a single instance wherein such editorial delinquincy was profitable either to our standing as editor, to our business, or our party? We can be useful as party editors when we direct our energies toward the establishment and enactment of correct principles, and political parties are necessary agencies for the enunciation and enactment of government principles. But influential newspapers no longer wear party collars. The world has moved a good deal in the last few years. There are plenty of good political journals in the country—journals which advocate the principles of a political party, and, as a rule, support its candidates and platforms. Such papers, when honestly conducted, are of inestimable value to a political party—indeed without them no party would have any chance of success. But newspapers which take orders from party committees or candidates or office-holders have ceased to be of service to any political organization. They have no more influence upon the course of public opinion than have the mendicants in the streets. The people have no confidence in them, and for that reason they have almost ceased to exist in the centers of population and, to a great extent, have disappeared from the country press.

However, the real force of editorial power is suggestion and precept rather than decree. For instance, a few years ago a Georgia newspaper published a report of the soulless employment of children in Georgia factories. Other newspapers used the story and it aroused general interest. On a given Sunday a hundred Georgia pulpits proclaimed the divine law that it is the duty of the parent to lay up for the child, not the duty of the child to support the parent; that children are not an incumbrance or an asset for exploitation in the labor market, but a heritage of the Lord; that parents should be able to earn enough to support their children; that childhood is a sacred thing; that the child is the hope of the race, the harbinger of the golden age; and the press reported this. And so the doctrine of right became immediately a burning question. The lawmakers were in session. They heard from people whose conscience had been awakened by the press, and Georgia was given a law to restrict the sale of the health, strength and future usefulness of children.

There are many similar problems to be solved, and judicious editorial expression reflecting public sentiment is the true process. However, many editorial endeavors are doubted by the reading public because the source of the sentiments thereof is unknown. Who owns the publication and directs the editorial policy is of vast importance in the influence of any periodical, and if we editors would lead public thought as we could, our readers must know who we are; what we are; and why we are. They have a right to know what, if any, interests prompt our politics, and so I have introduced a bill in Congress which provides that each newspaper or periodical shall publish, continuously, the name of its editors and owners. If we would be strong and influential in public confidence we must deserve it by our standing out in the open where the public can see to the sky line of our environment and our inspiration.

But substantial progress and reform cannot be accomplished in a day. We never achieve lasting success by a great and sudden leap, but by slow and sure steps. It is the function of the school to develop the intellect; it is the function of the pulpit to awaken the public conscience; and it is the function of the press to instruct that conscience upon particular lines at particular times. And so duty calls us to serious responsibility in discussing public questions. It is no longer sufficient that we fly a rooster or an eagle at the head of our editorial columns and assail our political opponents. We must prove our position by our consistency and our sincerity or our editorial influence is but a shifting wind blowing hot and cold to those who would learn of us, and of no avail to either party or country. Tell the truth and fear no man, is the only safe guide to editorial success in shaping the destiny of our country. And when we do this the golden age of just law enactment, bad law abolishment, and wholesome law enforcement will make ours a mightier and happier people.

Fellow editors we are not bound to win, but we are bound to be true; we are not bound to lead, but we are bound to live up to what light we have; we must stand with anyone who stands right, and part with him when he goes wrong. This is our duty and opportunity not only with regard to national legislation, but in our larger responsibility as heralds of justice—benefactors in the brotherhood of men.

Newspaper Profits From National Advertising

An Address Delivered July 19th, by Seth Brown, Editor of "Standard Advertising," at Detroit Convention National Editorial Association.

A LARGER amount of responsibility is intrusted to you than to any other one class of men in our country, and it is greater in the smaller towns than in the largest cities. The big city circulations eclipse a combination of many newspapers, still, on account of their immense size and impersonality they never have the real heart and soul interest which goes into the smaller town papers.

Seventy percent of our money comes from towns of 25,000 and less, and a much larger percentage of the brains, life and activity which keep our nation moving.

I know something about all of your advertising troubles. Because I believe your foreign advertising, that which is national in character, is the part of your work which is most difficult, I shall direct your attention to that feature. It causes you the greatest amount of annoyance, and frequently the earnings are small in comparison to the effort and expense necessary to secure and take care of the business.

The local advertising is of prime importance, and frequently the work which is directed to secure national advertising has the effect of reducing the value of the local advertising, a condition which no publisher can afford to tolerate.

To be more specific:

In every city and town there are certain stores worth advertising. These stores must serve the customers well,

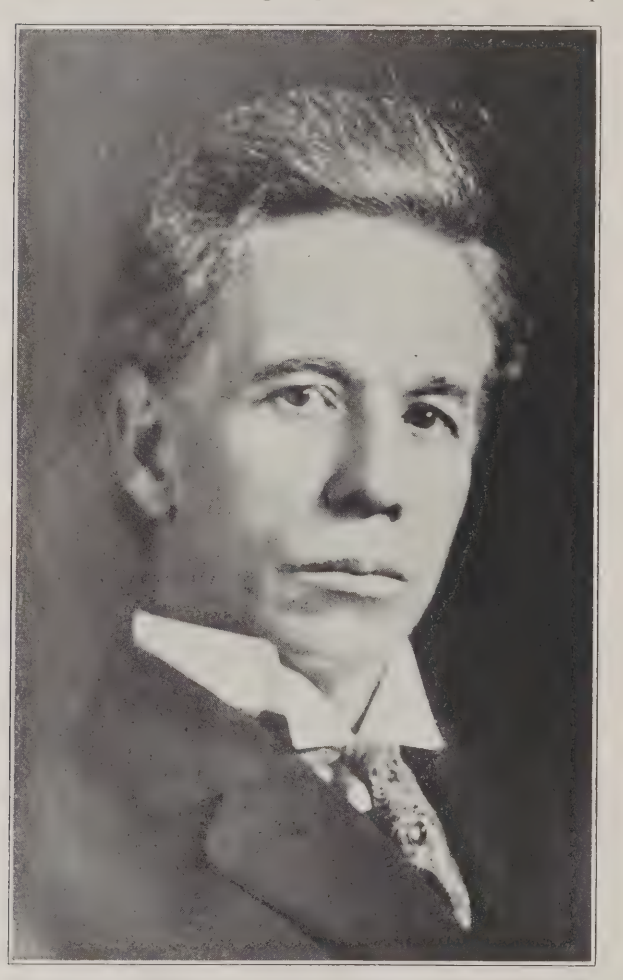
back up their advertising, otherwise continuous advertising will do them little good. Therefore, when these good stores advertise in your papers they cannot do inferior or misleading advertising, because the customers meet the advertiser face to face. The local advertiser must make good or his advertising investment will be a loss.

Effect of Bad Advertising on Good.

Now let us suppose in the column next to that retail advertisement appears a questionable national advertisement—the easiest to secure.

Here are the two ads side by side, the retailer's ad is local; it speaks the truth because the man is at hand. The other ad is put out by people whom your readers never meet, and it may be run only a few times, but during that period it may reduce the advertising value of your local ad columns, and for the following reasons:

Fraudulent advertising depends for its success upon



Mr. Seth Brown, Editor Standard Advertising; Chicago, Ill.

influencing a very small percentage of the readers of any paper; the large percentage do not believe it, but the advertising may be profitable when but a small percentage believe it. But don't you see what effect it has on the large percentage who do not believe it?

Every time an advertisement of that kind appears in your columns you are reducing the value of every advertising column in your paper.

Now, I want to say something to you which you may not at first believe. If you do not believe it today, I hope you will pay me the courtesy to investigate it later and write me at some future time. Let me know if you do not come to the conclusion that I am right.

The proposition is just this: As the situation stands today, general magazine advertising is superior from the standpoint of character and honesty to that of the average newspaper; and I am going to tell you just why this condition comes about.

In the case of a magazine with a rate of $3.00 or $4.00 a line, or about $50 an inch, the interests are so great that these big national magazines have more perfect organizations than newspapers, not because magazine publishers are more honest than newspaper men, but because the conditions of the business have forced them to analyze the different advertising propositions with a degree of care which the newspapers have not yet employed.

Magazine and Newspaper Standards.

This has been brought about as self-protection to all magazine advertising—to maintain a service which would be permanent they have been forced to eliminate the bad stuff to protect the good. Some of the magazine publishers may fold their hands and roll up their eyes with a look of saintliness and tell of their courage and all that tommyrot, but as a business proposition and as a measure of self-protection clean advertising columns were forced upon them. One of these "more holy than thou fellows" recently called attention to a sacrifice of thousands of dollars which his publication had been making in behalf of clean advertising, and I promptly called the gentlemen down in the last issue of "Standard Advertising," in the following item:

"A reputation for clean advertising is a mighty big ASSET; * * * there is no sacrifice."

The newspaper publisher seldom sees the national advertiser. His representative goes to the different agencies, and in his anxiety to make a showing sends in copy of questionable nature, and I have it on the authority of one of the best publishers in the country that questionable copy is the easiest to get, in fact, about all that is offered in many cases to the average small town newspaper. He says:

Confession of Newspaper Publisher.

"The foreign business of the average newspaper consists very largely of patent medicine advertising and business which is more or less objectionable, and I know that the profit on the space is more than offset by the harm done my paper by its appearance therein. Undoubtedly the value of magazine space has been greatly increased by the clean-up in the magazine pages. Daily newspaper space will increase in value and show larger profit to publishers and advertisers just as soon as newspapers as a class clean up. I believe this would pay us big profits in the long run, and certainly it would pay us big if all other papers were doing the same thing and cut out every line of medical advertising in every publication and put them so high in the public esteem that the general advertiser would simply have to use them."

Mind you, this is from a newspaper publisher in a city of 50,000 population, who has given more than ordinary thought to this phase of advertising.

The following are a few extracts from an address delivered by S. C. Dobbs, president of the American Advertising Clubs of America, and advertising manager of the Coca-Cola Co., which spends more than a million dollars a year in advertising:

How S. C. Dobbs Estimates Newspaper Value.

"When newspaper publishers publish fraudulent land schemes, wild-cat mining ventures, fake remedies guaranteeing to cure incurable diseases, to say nothing of the unmentionable advertisements that no woman could read without bringing a blush to her cheeks, they are particeps-criminis to a scheme to defraud the very people to whom they owe their existence. I grant you that this is a strong indictment, but let's see if it is not a true one.

"When the business office, with its eye on the main chance, accepts these alluring and beguiling lies at so much per line, which tell about mines of fabulous worth; of fertile lands that lie at high tide four feet under water; about stocks in fake corporations; about concoctions compounded with dope that would put the devil to sleep and that fastens upon helpless and defenseless childhood an affliction that rides it to the grave; concoctions that debauch, degrade, deprave and pollute, and others that promise to cure in three days, whereas they are more likely to destroy for life, it sacrifices the integrity of its columns in order to swell the annual receipts, in utter disregard of the great obligation the publication owes to its readers.

"When the objectionable medical copy, with its suggestive illustrations and headings, comes to your desk, put it down and ask yourself these questions:

"Am I willing that my daughter read this?

"Am I willing that my boy read this?

"Am I willing that this advertisement be read in my home?

"Am I willing that what it advertises be used in my home?

"Gentlemen, if it does not come up to these requirements, you do not need a bureau of censorship to determine whether it is fit for your columns or not.

"When the newspapers wake up to the fact that they are letting slip through their fingers hundreds and thousands of dollars every year that is being wasted by misguided advertisers, simply because they are failing to give the advertisers the service that they are entitled to, then they will also find that it will not be necessary to take objectionable forms of advertising in order to make the balance on the profit and loss columns show up on the right side of the ledger at the end of the year."

What Should Be Done?

And now let me consider the bright side and point out how your organization can become responsible for one of the greatest forward steps in advertising which the world has ever seen.

There is no medium so good as the newspaper for securing local dealer distribution. An advertiser can pick up a bunch of towns, get reports from his sales manager, and shoot his advertising right into the heart of the places where his goods are on sale—the best kind of advertising on earth. And, gentlemen, this is the kind of advertising you have got to sell, but the big national advertiser will not go into competition with the cheap, fake stuff which appears in too many newspapers.

I know of a stocking manufacturer who wanted to use newspapers in the different parts of the country and made his selection in each city and town on the basis of their freedom from objectionable advertising.

But now there is one more thing which you must understand, and that is that while you are not to blame because you may not understand these problems as well as the magazine man does, and while your solicitor is not to blame because he is continually trying to make a showing for you and can't get much but objectionable copy, and while, in fact, primarily no one is to blame for this condition, except a general ignorance of the forces which make these conditions, at the same time they will never be remedied until the newspapers themselves appreciate the fact that for the little, small, insignificant income which this kind of national advertising produces they cannot afford the odium and the general feeling of antagonism which such copy brings to their papers.

There are a number of newspaper organizations. Not long ago I attended the deliberations of the circulation managers in Chicago. They discussed the pros and cons of how to get more subscribers, and the third assistant postmaster general told them all about the workings of the post office department, but not a word was said on this most important thing in newspaper publishing.

I don't claim to know all about the workings of the different newspaper organizations, but I do believe that the time is ripe for your organization to adopt the following plan in the interests of the combined business here represented.

Bureau of Advertising Censorship.

I want you to select a committee whose business it shall be to establish a Bureau of Advertising Censorship. I would have the bureau responsible to your organization for the kind of advertising which appears in your columns. If that bureau was maintained for one year and as a result kept out all national advertising, at the end of that time you would be better off, because you would have convinced the public that it could believe all the advertising which appeared in your columns.

But you would not go without national advertising. The fact of the matter is you would get more national advertising, because the national advertiser is today analyzing what he gets for his money more than ever before. He is letting go of some of the advertising hold-ups and grafts, because he is reading "Standard Advertising," and I am pointing them out to him each month. He is looking for more opportunities to spend his money with profit, because some of the things which were profitable in the past have lost their efficiency.

Of course you can't compete in rate with the big circulation publications, and it would be folly for you to try, but in connection with your retail advertising you can easily build up a co-operative line of work between the national advertiser and the retail advertiser which will result in the most complete application of the ideal principles of advertising.

Prime Importance of Retail Work.

Your first duty is to your retail advertiser. Show him how to feature nationally advertised goods in his announcements. How to cash in on the immense appropriations by connecting them up with his store.

Take, for instance, Ivory Soap. Proctor & Gamble probably spend a million dollars a year in advertising. There is an advertising asset in this national advertising which the local dealer can get the benefit of by using the words "Ivory Soap" in his ad. This can be done with every largely advertised article.

You should educate the retailer into taking advantage of national advertising and making it contribute a profit to him, and you will find it much easier to get the big national advertiser into your columns, because it will be worth more to him and he will appreciate the benefit of co-operating with the local advertising work done by the retailer.

I think I have made myself clear, but in order that there may be no mistake, let us work out a single case. We will take John Smith, who is your retail grocer. As a rule he advertises timely articles and generally closes his ad with the lines "Canned goods and vegetables in season."

Now, then, if John Smith can be shown that the Van Camp or some other national advertiser of pork and beans has created an asset in your town which he could make valuable in his store by simply putting the words "Van Camp's Pork and Beans" into his ad, he will naturally do so. You see, the whole problem of advertising is mental. Van Camp, having advertised pork and beans in the national journals and magazines, has made a mental picture on the minds of the people in your town of his pork and beans and that mental picture is worth dollars to the retail dealer, providing he furnishes the connecting link between that mental picture and his store.

Mr. Publisher, it is your business to do this, because in this way you can make your retail advertiser's investment more valuable to him.

The same rule holds true all along the line, in dry goods, shoes, clothing, and hardware.

If I was the publisher of a paper, I would sit down and look over the advertising in the national magazines. If I could get advance information on big national campaigns I would take this matter up with the retail stores in my town and explain to them that this immense investment could be made to bring business into their stores, providing they simply put up their lightning rod to catch the current.

The Soliciting Problem.

I know something about soliciting advertising on a local paper, because I have done it. I know the greatest obstacle to be overcome is to get the dealer to find something to advertise. As a rule, he does not understand how to advertise anything but bargains, and although he is willing to do so, "Getting up the ad" is to him the hardest part of his work, which is too frequently neglected.

Not because the retail dealer does not believe in advertising, but because he has not had some man sit down beside him and explain how to apply the advertising influence to his business. I used to go into a store and find the leaders myself. I took up snag proof rubber boots for a shoe dealer, a line which he never thought worth advertising, but which was the entering wedge of a systematic advertising work which changed the standing of his business.

Your solicitors who call on the retail stores can make use of these arguments to good advantage, and be able to furnish advertisers with money-producing service.

Which National Advertising Benefits the Dealer?

There is one more thing which affects every local newspaper and which you as publishers should carefully understand. I refer to the relative importance of the different national publications. For instance:

You will find that most national publications make a bid for business on the strength of the influence on the

dealer. The advertiser is urged to show the dealer a series of ads which are to be run in different magazines, for the purpose of getting him to stock the goods.

The trouble is that in many cases the national publications in which the advertising is to run do not have much circulation in towns similar to those in which your papers are printed. Therefore, it would be difficult for you to induce the retailer to follow with local advertising in such cases.

I would suggest, therefore, that you assist the retailer in finding out which national publications are of greatest advertising importance in your locality, because only in such cases can the national advertising have any influence on the retail situation.

You should explain to retailers the fact that an immense amount of money is to be spent in national advertising, does not justify him in stocking the goods or in running co-operative local advertising, unless it shall first be established that these national publications circulate in his locality to an extent which shall have some appreciable effect on his trade.

Help from Standard Advertising.

This is a very important point and if you desire more information on the subject I shall be glad to furnish it to any publisher on request. I frequently cover the dealer side of national advertising in my magazine, "Standard Advertising." I have written a little book, "How Retail Dealers Should Appreciate National Advertising," and will send a copy to any publisher upon request.

I shall print the address which I am today delivering to you in an early issue of "Standard Advertising," and I would earnestly suggest with as much earnestness as the situation justifies, that "Standard Advertising," at a price of $1.00 a year, is a splendid publication for newspaper editors to read.

It is so very well edited that I am forced to admit its value. But, seriously, it speaks the advertising truth and is read by 5,000 and more advertisers, about 300 agencies and many publishers.

I have appreciated the courtesy extended me, and I am not ashamed to say that it was a privilege I asked for, because I wanted to talk to you.

If you will carry out my suggestions regarding the character of your advertising and establish a bureau to do the work thoroughly, you will be able to print better papers and make more money in the long run. You should have a great deal of the money which now goes into street cars and on bill boards.

Correct Estimate of Profits.

But your profit will be more than this. You will have a consciousness of making it impossible for any man to use your influence in the community for an ulterior, selfish or debasing purpose—for bad advertising.

Your columns should be clean, editorially and advertisingly, as the cleanest people in your town. Too many publishers edit their paper to the standard of the lowest part of their readers.

There is no medium so close to the people as the local newspaper. Therefore it has prime advertising value.

Gentlemen, your responsibility is stupendous. It transcends that of any minister, politician, judge or executive officer.

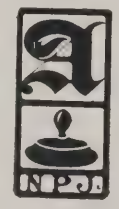
To your care is intrusted the heart of the real things which make for the weal or the woe of our people more than to any other class of people, and while I have pointed out a few things which need to be changed, I am here to say to you that these troubles are of an advertising nature and not of the heart. They are troubles brought about by the conditions of the business which, when you thoroughly understand them, will trouble you no longer, because I know of no more patriotic, honorable, self-sacrificing and respected citizens than the gentlemen who are responsible for our newspapers, and therefore, because of your bigness and because of my confidence in your desire to serve your country to best advantage, I have taken liberties in suggesting improvements which otherwise I should have left unsaid.

I trust and believe that a thoughtful consideration of the recommendations which I have made will have the effect of changing the newspaper map of our country. I know it will come about at some time, and I hope soon.

Gentlemen, I thank you for your attention.

Cost Finding

Address of Frank Y. Norris before the National Editorial Association at Detroit, July 20, 1911.



S the result of all the strenuous effort that has been made, doubtless there are few printers in the United States that have not heard, at least something, about Cost Systems. It is not, however, all of husbandry to sow nor all of forestry to plant. In some sections the growth has been hurt by apathetic drought when there should have been showers of enthusiasm; in other sections it has been choked by weeds of indifference and skepticism; in other places, because it was not sprayed with confidence and good fellowship, it was entirely destroyed by deceit, distrust and the spirit of retaliation. Small wonder then, that as we look the field over, it is difficult for us to determine the value of our work as compared with what were our reasonable expectations.

The first movements in the direction of making universal the study of Cost Finding were full of enthusiasm and printers of all classes were attracted to the meetings and eagerly took part in them. While many, finding that the problem was a hard one and not a something-for-nothing proposition, became discouraged and dropped out of the struggle, there were yet enough left to go on and formulate a system to offer as a standard.

The standard System, as adopted by the commission appointed by the Cost Congress, does not seem to meet with universal approval. We hear criticisms of it like these; one says, "It is all right for the small or medium-sized shop but does not go into detail enough for a large plant." Another says, "It may be all right for a large shop but is altogether too complicated for a small one." One can readily see that hearing the expression of such opposite opinions would lead to confusion in the minds of the careless and skeptical members of the printing fraternity.

What is a Cost System? In the minds of too many it is a system by which a printer is supposed to ascertain the cost of a job in order that he may charge a price that will afford him a profit, and that seems to have been the fundamental principle upon which the old Systems have been builded. A system that gives such data is efficient only in so far as work does not have to be priced in advance of its completion. To my mind, an effective Cost System is the one that gives accurate data as to the cost of each one of the units of operation. With such knowledge before him, all a printer has to do in estimating is to determine what and how many of these units enter into the work he is bidding on, while with a system that gives him only total costs he is helpless because he does not know how the units of one job compare with those of another.

Printers hesitate to install Cost Systems for various reasons; such as lack of appreciation of their necessity; belief that the old system is good enough, or even perfect, etc., but I really think that fear of the expense is a more general reason. Printers are complaining that the supply houses start shops in business on a dollar-down-and-dollar-a-month basis. It may be that, starting in this way, they get the idea that all things should come to them without money and without price, but in this cold world of ours, anything that is worth having, costs.

I think it is a waste of both time and money for any shop, large or small, to try to install a new system without employing outside help, for the reason that it will bring to light so many things of seeming impossibility that the average man will say, "It cannot be" before he knows much about it; somebody who knows the end must be there to hold him to the lesson until it is learned. I would say that in the smallest shop it will cost from $8.00 to $15.00 a week, at the least, to install an effective Cost System. When I say that I know I have gone a long distance in closing the door of many a shop, but no printer can spend money more wisely, provided whoever he hires to do this work is competent.

There is the key to the whole situation; the printers who need a Cost System most have the least money for experiments and who can blame them if, in the words of Hamlet, they "rather bear those ills they have than fly to others that they know not of." I hope, and fully expect,

that the day is not far distant when Chicago will have at the call of her customers, experts whom her credit men will guarantee to give results.

The Cost System, no matter how good, will not make of every printer a successful business man. It could not do that for the reason that, given most accurate knowledge of his costs, he yet may lack the salesmanship necessary to sell his product at a fair margin of profit. There are many in the business today that are doomed to failure, and that system is the best that most quickly and squarely puts the truth before them.

One of the greatest difficulties in the installation of a Cost System in the average shop is the lack of any books; even "cuff" memorandums are not found. Ask the printer why he has no books and he will tell you he does not need any in his little business. It may be his business is so exceedingly small that he needs no books, but it is not so small that his wife does not have to figure to the last penny. Ofttimes the smaller the business the harder the figuring and in some cases, I imagine she has to figure as strenuously as did the school boy.

Will some one tell me at just what point a business gets large enough to put in a set of books? Is not the answer to that about the same as to "When is a boy big enough to be made to mind?" The smaller, the easier. No Cost System, worth the name, can be installed without a set of books from which a trial balance can be taken, and it goes without saying, whoever undertakes the work must have knowledge of accounting as well as of printing costs.

Rarely do we find the printer who will admit that he has no Cost System, and the first work to be done is to point out to him the errors and weaknesses in his so-called system. Ordinarily, this is easily done, but to prove to a man that his hand composition, which he has been selling at 75 cents an hour, costs him $1.25, is not by any means all that is necessary to get him to put in a good system. He will tell you that he loses to his competitor on that basis and it is all nonsense to talk about a 75 or 100 per cent raise in his prices. He will tell you that if his costs are so high as that, "Ignorance is bliss." Another hard thing for him to understand is that efficiency increases hour cost and, lest some of you may dispute that statement, let me explain how it is. Suppose you have a job that takes eight hours, for which you pay a wage of 40 cents an hour, or $3.20 and your overhead expense is $6.40, making a total of $9.60; you have eight hours of chargeable time, so your hour cost is $1.20. Now suppose you have more efficient help at the same wage, and the same work is done in six hours; six hours at 40 cents is $2.40, your overhead expense is the same, so your cost is $2.40 plus $6.40, or $8.80; you have only six hours chargeable time, so your cost is one-sixth of $8.80, or $1.46 plus, but your cost on the job was 70 cents less.

The hard problem is to get the printer to study the product of the hour as well as its cost, and the only way to do this is to take concrete cases in his shop and demonstrate the value of doing so. It will usually take many such cases before he can see that there is an underlying principle, the application of which he needs to understand.

Who is going to do this missionary work? That is for you to answer. My answer would be "all of us." You, by calling all the printers in your town together and beginning a study of local conditions which affect your costs; by being frank with each other; comparing costs, item by item, and calling in help from the outside (it is always to be had for the asking). While you are making this study, by all means, be fair with the other fellow, no matter what he does. Remember, you are trying to get him to study his costs, and to do this, you will have to be large enough to overlook all attempts to deceive or hide vital facts; remember, you have said some pretty harsh things about each other and he cannot quite believe you to be honest in these unusual advances.

I am mindful of the part the supply house has in this work. It must do its part or the work will suffer to that extent. It must do all it can to show its customers how necessary it is for them to make a study of their costs and its responsibility is great if the installation of a good system is the only means of avoiding a failure. Whether it succeeds in this to a large or small extent may not be wholly its credit or its fault, but it can hardly be excusable to allow your competitor to forget to pay for the stock he uses. Let me beg of you to work closely with your supply house. In proportion as it knows printing costs will it be able to help you in the dissemination of the knowledge.

As we study costs and learn the conditions under which printing has been done and find it so hard to enlighten those who will not look, there is every temptation to organize and put our ideas through by force, but such methods are bad, and do not build for permanent good. All our efforts should be based on the theory that once a printer knows, beyond question, what his product costs him, he will not sell it for less than cost. Unquestionably, a printer is legally, morally and every other way, entitled to his cost plus a fair margin of profit. It is a debatable question as to what is a fair margin of profit, but if no printer sells his product for less than cost, salesmanship, efficiency and quality will take care of the measure of profit.

The publisher who does no job work has a different problem before him as he has, so far as price is concerned, no competition. When one subscribes for a newspaper, he does not shop around to see if he can get a publisher to beat the price of the others. An advertiser does not shop around to see who will take his ad at the lowest figure. The quality of reading matter largely determines the circulation within its natural limitations, and the circulation determines the value of its advertising columns, so the only real competition is in quality.

In a large measure, the publisher is one who manufactures his product and then sells it, much the same as manufacturers in general, and his need to study costs is the same. His need for cost finding is to reduce his cost through greater efficiency.

Periodically, you will hear some one cry out, "Organize against the paper house." I say with all my might, "Work with it." In your effort to work with it, do not blame it for all the existing troubles, nor lay at its door the whole task of correcting the evils. Working together we progress, but fighting each other we are at the mercy of everybody.

There are those here who will say that "this all sounds well and perhaps it is good logic, but you can't work it in our town." If it were given to me to again raise a family of boys, I would teach them to fight; I would give them lessons in boxing and wrestling; I would encourage them in playing baseball, football, and every other form of athletic games that require nerve and muscle; I would do all this with the hope of creating in their natures absolute fearlessness. I do not advocate the prowess of a Jack Johnson, but rather the fearlessness of a Roosevelt, a Selfridge, or a Jane Addams. But let us get a little nearer to our daily life, and look at the pitcher and batter as they face each other in the modern game of baseball. That is a picture of ideal strife. Far be it from me to tell you what you must do, but I wish that every one here could go to his or her home filled with the boy-after-the-woodchuck spirit.

My pessimistic friend "I Can't," is afraid to drive Old Dobbin. "I Can" mounts the aeroplane and, cleaving the sky, outsoars the eagle. In May, 1763, Pontiac threw his barbarian hordes against Fort Detroit with a fury calculated to unnerve the stoutest heart. Instead of Gladwin crying out in despair, "I Can't," he shotted his cannon with red-hot spikes and not only set fire to their cover and scattered the fiends, but by driving those spikes at the crucial moment, saved the then tottering foundations upon which this beautiful city has since been builded.

Carry home with you thse thoughts from Joaquim Miller's "Columbus":

"They sailed, they sailed, then spoke the mate,
This mad sea shows its teeth tonight,
It curls its lip and lies in wait
With lifted teeth as if to bite.

Brave Admiral, speak but one good word,
What shall we do when hope is gone?
The words leapt as a leaping sword,
"Sail on, sail on, sail on and on."

* * * * * *

He gained a world. He gave that world
Its grandest lesson. "On and on."

Newspapers and the Department of Agriculture

By George M. Whitaker, Past-President Massachusetts and New England Suburban Press Associations and of the Boston Press Club. Now of the Department of Agriculture, Washington, D. C.

Detroit, Mich., July 20, 1911.

UCH depends upon the viewpoint. The classical story of the shield with each side of a different metal over whose composition two knights approaching it from different directions fought almost to the death, is too threadbare to make a respectable appearance. A gentleman asked his wife one day if her hat wasn't rather curious in shape? "Certainly," she replied, "It has to be, any hat that wasn't curious would be queer." One more illustration of this principle: I was once called to inspect a dairy of high quality. From my viewpoint it was entitled to the rating of 91, 100 being perfect. Later, I was invited to speak at a meeting at which the dairyman was host. I attempted to compliment him and his excellent dairy by alluding to its high score, but as a result I got into trouble because from the viewpoint of several persons present I had insulted the gentleman instead of complimenting him; from their viewpoint the place was perfect and my saying that he was 9 points from perfection made enemies for me.

Now what is my viewpoint of journalism? That you may understand the angle from which I see this profession, pardon a few autobiographic words in order to make what follows more clear:

At twenty-one I graduated from college and settled down as proprietor and editor of the local weekly newspaper in my native town. I had been continuously in school up to that time and had had no experience in general affairs and no practical knowledge of ordinary human nature. But I had lofty ideals of the duty an educated man owes to the world and magnified the importance of an independent press uncontrolled by party boss or financial interest. On the one hand a provincial community controlled by a narrow but honest "old guard"; on the other hand a fresh, bumptious young man, honest but visionary, attempting to play the role of prophet in his home town among those who had known him from his birth. I was tolerated and made a little more than a living, but life wasn't a bed of roses, and even my family were punished socially for my errors in judgment. Yet there came some compensation in after years, when I had left the town, in the admission that I had been an influence for its betterment. Then followed a period as editor and publisher of an agricultural paper with many of the old ideals, but with more discretion; yet even then I sometimes took the unpopular, business-losing side of some agitation because I believed I was right. During that time in the social life of the Boston Press Club I had an opportunity to see something of daily newspaper work at short range. In connection with my editorial duties I made such study of some of the problems coming up for consideration that in the course of ten years I was able to command a better salary in government service than the newspaper could pay under the changed conditions. Finally came a period of official life with much of the newspaper instinct still alive, during which time I have occupied many spare moments in desultory newspaper correspondence. [I may interject here, parenthetically, that I enjoy free lance correspondence more than any other kind of newspaper work and should I again have control of the columns of a newspaper I would devote some space to personal chatty experiences, thoughts and observations, using the personal pronoun I. I believe newspaper readers like a live individuality about their newspaper. The impersonal "we" has a place in expressing the impersonal opinions of the paper, but there is frequently a ludicrous mixup of the single and plural person as when "we change our mind," or when we take "our wife" on an excursion.]

Having explained my viewpoint of journalism, I am ready to take up the topic assigned me for this occasion; the relation of the newspaper to the department of agriculture.

What is the national department of agriculture? It is an army of investigators in every conceivable division and subdivision of agriculture, using that word in its broadest significance, including weather, forestry, good roads, many phases of industrial education and even some health work. The Department of Agriculture is an army of searchers for news. It is an immense news-gathering agency. With the clerical force incident to recording its work, carrying on the necessary correspondence, and conducting its business, this army numbers 12,000 people. It includes specialists in all branches of agriculture, and its search for news includes laboratory work, field work in all parts of the country, and explorations in all parts of the world where plant life or animal life (down to the minutest parasites) can find any foothold. The publications of the Department instead of being in a class with the ridiculed public documents are valuable reservoirs of news. The newspaper man with taste, time and talent can get from them bright paragraphs, interesting special articles, and live editorials. He can find in the reports, bulletins, and circulars, much that can be given a local flavor, and broaden the interest and usefulness of his paper as a local publication. The Department of Agriculture also gives much news through correspondence in answer to requests. It is ready to answer all reasonable questions at all times.

Are you using this news agency, which is freely offered you, as much as you might?

Is there a mad dog scare in your city and have the authorities ordered all dogs muzzled? A few ignorant sentimentalists and prejudiced cranks rush in many communications protesting at this action. If you run that department of questionable utility—the public forum, the open mailbag, the people's page, or whatever you may call it, is flooded with effusions, inaccurate and imbecile, capable of misleading many people and possibly hampering the good work of the officers. If you want a special article on rabies, giving up-to-date facts in the case, or if you want to take a positive editorial stand on the right side of the subject, you can get reliable data by sending a line to the Department of Agriculture.

Dairy inspection is now a live topic in many cities and towns. Boards of health make regulations possibly overdrastic and possibly enforced with lack of tact. Milk producers and dealers demur, with perhaps organized opposition. The air is full of falsehoods or misleading half-truths. Here is a splendid chance for the nonsensational, conscientious local paper to be of immense service to its constituency by stating facts in a calm, educational way. It can explain to producers the reasons for the modern demand for cleaner milk, it can tell consumers the different values of clean and dirty milk, and the increased cost of producing the former. The local paper can help its community to more healthy food, can assist in conserving infant life. The Department of Agriculture will gladly furnish you the facts in the case if you desire the news, or if you wish data looking to a sane and helpful editorial stand. Recent sessions of the legislatures in Illinois and Indiana passed laws in regard to bovine tuberculosis that are neither sensible or scientific. Any newspaper in those States that desired to combat such retrogressive procedure could have secured the facts from the Department of Agriculture.

Were there time, I could dwell at much length on some cases where sensational, prejudiced, or political newspapers have deliberately done much to misrepresent facts, and to injure conditions. But there is no need of an honest journal getting off the track with the abundance of information available. All can recall journals which have made one-sided, half-truth attacks upon pasteurizing city milk-supplies, or which have led an untruthful crusade against the tuberculin test, and which have cried "trust" of producers or middlemen in intemperate and misleading language,—of papers more interested in attracting attention to themselves by booming a certain proposition than in searching for the truth and promulgating it. This has been carried so far in some cases and sensationalism has run so rampant that I have heard the feeling frequently expressed among conservative milk interests that the large daily newspapers are a great menace to the business, and while I cannot fully assent to the statement there is more truth in it than there should be.

A campaign for better roads is a useful move in many places, and a live local issue. The Department of Agriculture can help you in this work.

You can help your communities by giving attention to agricultural education, school gardens, and boys' corn clubs, by helping the farmers institutes and by encouraging college extension work. A live newspaper man can greatly benefit his town or county by assisting such wor-

thy movements and valuable literature on these subjects can be obtained from the Department of Agriculture.

A table of crop statistics presents an uninviting appearance but from it you can dig out a live local paragraph.

From forestry to fly extermination, from horses to hoed crops, from institutes to insects, from the New England gypsy moth to the Southern cotton boll weevil, there is an almost limitless range of topics, many of especial local interest. A skilful and live newspaper man can enhance the breadth and usefulness of his work by familiarizing himself with the ramifications of this great news-gathering service, and by utilizing it to the fullest extent.

The public is paying money with a fair degree of liberality to collect this news. I say, "fair degree of liberality," because while the total amount is large it is relatively small when compared with the amounts appropriated for the army and navy. But large sums are being paid for news investigations by the Department of Agriculture and in the dissemination of such news you will oftentimes make your paper more valuable and helpful.

Finally and in summing up I leave with you six thoughts:

1. Be constant students.
2. Tell the truth.
3. Have your influence count for betterment.
4. Remember that the Department of Agriculture is a great news bureau.
5. Keep track of its activities so far as they relate to matters both of general news value and of more direct local interest.
6. Use liberally what this national news agency offers you.

Education by Press and School in the Cumberlands—(Abstract)

By Geo. A. Hubbell, Ph.D., President Lincoln Memorial University, Cumberland Gap, Tennessee.

APPALACHIAN America is an unknown land; a land of romance, charm and mystery. It includes the mountain territory of some eight States, reaching southward from Pennsylvania until it loses itself in the plains of Alabama. The mountains have rounded tops and except where man has stripped them, they are forest-clad. The valleys are, for the most part, winding and narrow—here and there are sharp foldings which show nature in a flighty mood. The rivers are irregular and winding, fed from mountain springs and rushing down like little torrents after every rain. The roadways are largely in the creek bottoms, and one rides up one creek, over a pass in the mountains and down another, and directions are given, not by roadways but by creeks. As I rode on one of the great ridges separating Virginia and Kentucky, and looked over this land, I realized as never before what a tremendous barrier nature had thrown across the path of man in his progress. The people are settled in mountain coves—the houses near the mouth of the river are often of fair size—a little farther up of two or three rooms and at the head of the cove, only a vest-pocket dwelling, though it may hold a large family. The people in these mountain fastenesses are of the sterling Anglo-Saxon blood, with independence, ambition, love of liberty and the tenacity and perseverance which knows no defeat. Their blood is the inheritance from the men of Hastings, who fought against William the Conquerer and blending with the Norman Nobles, have wrought out character and power in a thousand years of toil and strivings and discipline. In these pockets of the mighty hills, they have worked out for themselves such destinies as well they may—and bound by the ties of kinship or necessity to abide in the home nest, many in a restless and never-ceasing westward tide have overflowed into the States of Ohio, Indiana, Illinois, Missouri, Arkansas, Oklahoma, and the far West, amid a new environment to found for themselves greater homes and achieve greater destinies than could be possible with them at home. Within a few years seven sons of Kentucky answered in other States the call to the United States Senate—three sons of Kentucky found their places as governors in neighboring States. Tennessee poured out her population until she, herself was called the mother of States.

The old questionings of education gather into the one question of man's reaction on his environment.

Let me turn and tell you of the press. In the beginning, we had a few poor little papers, with a hundred mistakes to a thousand words, with cheap comment and petty thought—with narrow outlook and small achievement. Papers which told that Colonel Henry Sundayed with his brother-in-law of Jones Creek, or that Lon Smith was over from the "Holler" beyond the ridge to see his best girl last Sunday. But with the coming of a larger life and the opening of mines and factories, the papers have grown strong and carry messages of inspiration to every cove and hamlet. The mountain newspaper is eagerly read and it plants in the minds and hearts of the young, new ideals, new ambitions and new purposes. It shows that the region may have a great industrial and commercial future, and it gives hope to the lives of those who had no hope.

The rural free delivery has helped mightily in this good work, and men once without a paper in the home,

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now receive their county paper,—the leading papers of the State and not a few of the great papers and magazines of the nation. The best to be had is none too good for the mind of the sturdy youth, who hopes and plans and dreams for his home and his career. The newspaper has become a great socializing agency, giving a new sense of the power and obligations of community and a new appreciation of the things that may be done for human welfare.

The schools are also beginning to come to their own place. It is true that in many of the States there is but a five or six months' term, and this is often taught in poorly furnished buildings. Some districts have no schoolhouse whatever, but rent a vacant building intended for some other purpose. Excellent Normal schools have been founded in many of the States—and are contributing largely to the improved educational status. The State Universities are beginning dimly to realize that they are servants of the commonwealth and must contribute to the uplift of the common life and to the advancement of courage and efficiency in meeting human needs. The boys and girls of this great mountain region, need only the opportuity of the more favored regions of our country to achieve for themselves name, and fame and for-

tune. As it is, the eternal struggle of man with nature goes on, sometimes without hope, but still without ceasing. A wealth of coal and iron and the timber treasures of the hills bring outside capital to unlock this storehouse, and with the open door comes a new, beautiful and inspiring life, with larger things than these children of the hills have ever known. I have been here and there in our good land with a love of country in my heart and the longing for its welfare pressing upon me day and night, but I have found nowhere a people with greater promise, nor a place for greater hope than in these mighty hills, with their teeming populations of the Anglo-Saxon blood. A people nested in these mountains, with the traditions of Scotch Irish and English and Huguenots, with the instincts of a race which knows no submission and a yearning in their hearts which never fails,—who shall say that such a people, belated and isolated until this time have not much promise for the future of this great land, and as every patriot thinks of his country he may find here a ground for hope that these people, educated, inspired and efficient,—the few of this land will constitute a mighty factor in its up-building and advancement. For the mountain walls shall be pierced—the highways shall be builded and this region which has so long walled in the souls of men, shall have a new history,—the railroads will carry to and fro, their great treasures of commerce, and the people living in a new time, in an environment subdued, chastened and serving, instead of tyrannizing, shall bear their part in a nation which cherishes the one Flag and one common country.

The Newspaper's Power and Obligations

By Honorable R. F. Sutherland, of Toronto, Canada, Judge of the High Court of Justice of Ontario, Canada, before the National Editorial Association,

July 19, 1911.

A FIRST-RATE editor must be a polymath, that is a person of much and varied learning. As each of you is no doubt now, or before this Convention closes, will certainly be a well-nigh perfect editor, what must be the temerity of an outsider, a mere Judge in accepting an invitation to address so versatile and learned a body? What can he talk about that you are not already better acquainted with than he? Some of you know even more about law, some kinds of law, libel law for instance, than most lawyers and judges. To properly address you a man would needs be a Lord Brougham, that brilliant and versatile lawyer, legislator, littérateur, orator and judge, of whom it was once facetiously said, I think by Daniel O'Connell, "He knows a little of everything, even of law."

Approaching this occasion in this reverential and appreciative frame of mind, I decided it was safer to select no definite subject, but just attempt a general talk, partly on editors, their work and influence, and partly on our international relations. A British writer on constitutional questions has said that "An English newspaper is an example of the combined effect of free institutions, for were not the national institutions free, criticism, the very life of the press, would be impracticable." And he has also said that, "Enormous as is the power of the press it can seldom be exercised despotically for the numerous periodical publications mutually check each other, and are all subject to the restraint of public opinion." This condition of things as to the press obtains as well in the United States and Canada as in England.

The influence of some of the great newspapers in this and other countries in the past and present has been and is very great. Perhaps in the past that of some individual journals was more powerful than it is today. I think the London Times is an example. Its influence in former days was extraordinary. A noted instance is told in the Life of John Delane, a biography which all editors who have read it will agree with me in saying is most interesting and instructive. Delane in 1840 joined the staff of the Times with no previous newspaper experience. In 1841, at the age of 23, he became its editor and continued so for thirty-six years. The preceding editor was Thomas Barnes, and his assistant Francis Bacon. In 1840 Bacon died, in 1841 Barnes, thus leading to Delane's startlingly rapid promotion to perhaps the then greatest editorial position in the world. The incident I mention occurred in the time of Barnes, and is related in the book as follows:

"Sir Denis LeMarchant told Greville that when he was calling one night on Barnes another visitor arrived, whom he did not see as he was shown into a separate room. Barnes went out to see him, and on his return, after a protracted absence, LeMarchant said, 'Shall I tell you who your visitor was?' Barnes said certainly he might name him if he could. 'Well, then,' said LeMarchant, 'I know his step and his voice; it was Lord Durham. Barnes had to admit that he was right, whereon LeMarchant proceeded to enquire what he had come there for, and was told that Lord Durham had called to see him on behalf of the King of the Belgians, who had been much perturbed by a recent article in the Times and to entreat him to insert one of a contrary and soothing description in an early issue of the paper. 'Here,' said LeMarchant, 'was the proudest man in England come to solicit the editor of a newspaper for a crowned head."

This, surely, was a remarkable testimony to the far-reaching and powerful influence of a newspaper and its editor.

The influence of the Times, the Thunderer" of former days, though still important has waned, not waxed, since those days, and it is doubtful if today, great as is the influence of the newspapers controlled by you and others in this and other lands, any has as great as it then had.

Dasent, Delane's brother-in-law and biographer, says, "Though Delane had apparently little book learning and could not at any time of his life be called a scholar in the university sense of the word, there never was a boy or man who possessed greater power of mastering any given subject in the shortest space of time. In this respect, both in youth and middle age, he reminded those who knew him best, of the character given by Thucydides of Themistocles, 'that he was by natural intelligence, without the help of instruction before or after, the best judge on the shortest deliberation of any matter in hand, and also the ablest forecaster of what the issue would be'."

I have quoted this extract because it seems to me it must pretty well express qualities and talents of essential importance in the make-up of the editor. The same ability for mastering subjects in a short space of time is admitted to be a chief feature in the success of eminent counsel among the legal profession.

While at one time I had a little newspaper experience in the way of editorial writing a number of years ago, I never really appreciated the important and onerous character of your work, nor the ability, energy, discretion and general capacity necessary to properly perform it until I entered Parliament in the year 1900 and had occasion to come in close contact, then and later, particularly when Speaker of our Federal House, with the members of the press gallery, and their editors who came from time to time to Ottawa to overlook and regulate their work. As I watched and followed their labors I saw that early and late they worked, gathering, sometimes well-nigh extorting, information, from all quarters, and appropriating, digesting, assimilating, and utilizing or discarding it. In the main they discharged their toilsome, responsible, public duties with a true conception of their importance, and in the interest of Parliament and people. I may say, and am glad to do so, that when some changes and additions were made to our beautiful Canadian Parliament buildings, of which we are proud and of which Anthony Trollop, the great English novelist once said, "I know no modern Gothic purer of its kind or less sullied with fictitious ornamentation. I know no site for a set of buildings so happy as regards beauty and grandeur," it was my good fortune to materially assist in securing for the members of the Press Gallery more advantageous and commodious new quarters to their great profit and comfort, as theretofore their accommodations had been cramped and inadequate. I learned also during those years how much public men owe to the kindness, good judgment and discrimination of the men of the press. Where is the public man in Canada or the United States, however distinguished for his eloquence or accuracy of language, who has not had his speeches many a time put in more exact form through the kindness, good judgment and ability of the men in the gallery, at the reporter's table, or in the editorial sanctum? Many a fine speech has had its slight casual imperfections obliterated; many a mediocre speech has been toned up, many a poor and

poorly-delivered speech made presentable by the genius and generosity of the newspaper man. You all know this better than I can tell and that you are exercising a constant judgment, restraint and discrimination unperceived by the many and for which you often get little appreciation.

A father was once asked by an inquisitive son if he knew what fame was. He replied, "Certainly, my son, fame is what a man gets by being civil to the newspaper man." You will notice that I have been laying the foundation for fame.

In Canada I think I see a change slowly going on among our leading newspapers. It is in the direction of more moderation and consideration in the criticism of political opponents, and in occasional courteous and complimentary reference to them. I am well aware how strenuous newspaper and political rivalry is and the necessity for strong, virile, caustic criticism and discussion by newspaper men and public men of the political, social and even at times religious matters which may be the vital questions of the day. But are not moderation and toleration often far more effective than bitterness and intolerance? I think a change for the better has come about in Canada. Yet still in the character of the cartoon, the tone of the editorial, the bitterness of the platform address, a violence and excess are often found which degrade instead of elevate public opinion. Moderate, sane, considerate editors are a blessing to any land and have a wide field of usefulness. I think, too, both in the United States and Canada, the great arts of brevity and lucidity are being more and more cultivated in newspaper editorials. In these respects until at all events recently, I am inclined to believe though I hesitate to venture on an opinion before such an audience, that you in the United States and we in Canada have been behind the British newspaper man. It would be well if our public men would imitate these cardinal virtues in their speeches. I think the British public man sets us an example in this also.

One of the outstanding features of newspaper men is, I think, their optimism. I suppose you have to be optimistic sometimes, about finances, for example. Just now Canada is making marvelous progress as you know. An optimism is abroad in our land that is contagious and inspiring. I believe the editors of Canada are as much responsible for this as any other single factor. This spirit has done much for the United States. You and your predecessors were largely responsible for it. Britain, the United States and Canada are Anglo-Saxon nations. It is true that Great Britain and the United States are world powers and that the world at large has been wont to look upon Canada as a colony, which she is. She is, however, fast commencing to well-nigh deprecate that word "colony" and is suggesting and asserting that she is a nation, a nation within the British Empire, one of that constellation of nations which go to make it up. Many things entitle us to claim this. With territory so vast and natural resources so rich, varied, and abundant, with a great and rapidly increasing export and import trade, she can certainly lay claim to some of the elements of a nation. But it has been said, that "more important than natural resources in the foundation of national life are the character and institutions of the people." We may fairly claim, I think, that our population on the whole is an intelligent, moral and law-abiding one. Our institutions are well-established and based on the people's will, and the measure of our self-government is so broad that a late illustrious member of the Supreme Court of the United States, Mr. Justice Brewer, said in a public address a few years ago in this country, "We call England a monarchy, but Canada has greater power of self-government than our individual States."

Recently, in an address delivered in New York, I had occasion to point out that you and we have many things in common derived from the Mother-land. We have what President Butler of Columbia University in a little book entitled, "The American as He Is" calls "the Anglo-Saxon impulse." We have Parliamentary institutions, constitutions, the Great English Common Law, common history and tradition down to 1774, the English language and literature. These and other things might be mentioned in which this country and Canada are alike indebted to the Mother-land. They should make us cordial and friendly in our relations. They are doing so. The international relations of Great Britain have indeed been wonderfully improved in recent years. I need only mention in this connection France, Japan and yourselves.

Great Britain has been particularly happy in the three monarchs who for well-nigh 100 years have been the successive constitutional heads of her system of Government. The influence of Queen Victoria was ever exerted in the direction of the good of her subjects and the peace of mankind. King Edward had attained to a position of marvelous influence for good in the world before his lamented death. We have just crowned a new king. Citizens of the British Empire can hardly realize that Queen Victoria has gone, and that King Edward is no more. There is somewhat the feeling about them that the poet has expressed in these words:

"The forms unseen are the forms most dear.
They press on our inner sight.
We see them in the morning; we see them in the night.
Beloved are the faces that have not left our sight,
But the vanished, vanished faces make the inner hearts delight."

We have scarcely yet got accustomed to our new King, scarcely yet learned to realize fully what manner of man he is to be. But we confidently hope and fully believe that the obedient son, the loving husband, the kind father, the well-trained man will undoubtedly become the good and great King.

In recent years your Presidents, McKinley, Roosevelt and Mr. Taft, have been men of ability, integrity and capacity. Some of you might perhaps like to see a man of a more Democratic (Democratic with a big D) type occupying the position of President. May I not, however, truly say that happy indeed are the citizens of the Empire or Republic that have had such chief constitutional heads as those I have just been adverting to?

While the international relations of Britain have been improving with other lands, they have been distinctly so with the United States, as have those of Canada. Situated as the United States and Canada are alongside of one another for 3,000 miles and with the former having also Alaska to the northwest of us, difficulties and complications of various kinds might well have been expected. They did arise from time to time. But what an immense stride we have taken in recent years to minimize and eradicate their possibilities. In the Alaskan boundery award, an award which while it left a somewhat bitter taste in the mouths of Canadians, was loyally accepted, in the appointment of an International Commission to deal with our international fishery matters, whose work has now been well nigh completed, in the International Streams and Waterways Commission, whose work has now also been practically finished, in the award of the Hague Tribunal, a matter of recent occurrence and interest, affecting international fishing interests, we see matters which have now been so adjusted, as in all human possibility to prevent serious friction in the future. We have been talking from time to time of the fact that for about a hundred years we have been living side by side without forts or guns to indicate the line of demarcation. This is a gratifying thing to both of us, and an object lesson to the world.

Our trade relations are competitive but not hostile. Our educational, musical and literary relations are of the freest and kindliest. These things are all desirable and have been obtained without the slightest desire on our part or on yours in the direction of a change in the political relations of the two countries.

We admire and wonder at your growth, position and influence in the world, but admiration seems only to cause us to imagine what we, too, can do and what we well may become on the north half of this continent as you have on the south. You have had difficulties which have tried you and some of which have a warning for us. When we framed our Constitution in 1867, based on the British, it was, nevertheless, affected by the Federal system which was at the root of yours. In that Federal system you had learned by 1867 to see and we then saw, in the light of your experience, there was something which we could avoid, and we did. While in your Constitution the residum of power as between what was definitely granted to the Federal and retained by the State authority was reserved to the State, in ours the reverse is the case. We think in this and at times when there is need for the influence and control of a strong central power, we have it in a sense that you have not. Floods of immigration

sought your shores for many years, and for a long time with little or no discrimination or restraint as to their reception. This led to evils which you have been realizing and correcting. We have commenced to receive similar swarms of people, and profiting by your example we are more and more taking means to see that on the whole they shall be fairly wholesome and suitable. You had your great problem of slavery, which has left its difficulties. We have had and have no such problem.

Just now your country and Britain is entering upon a treaty which is well-nigh completed, and is of a character so unique and significant as will undoubtedly influence the future of mankind. I speak of the International Treaty of Peace.

Apropos of this, may I advert to something I came across recently and which seems to indicate that notwithstanding the practical character of this age, the day of prophecy has not quite passed away. In reading recently the biography of Sir William Howard Russell, the British war correspondent, I learned that he and your distinguished citizen, John Bigelow, were warm friends. About the time of the commencement of the Spanish-American war Bigelow wrote a letter to Russell suggesting that out of it might come some good things. I shall only refer to one, and it is contained in a sentence which looks as though it were penned in anticipation of the proposed International Peace Treaty. It is this: "The formation of a habit among the people of your country and mine of looking for the good things in each other rather than the evil, in looking forward into our future histories rather than backward into our past histories, and thus become in our platonic unity strong enough to be an example to the rest of the world instead of being objects of jealousy and mistrust." May this wish be realized in the present treaty if it did not eventuate from the war mentioned.

It is the hope and expectation of Canadians to create a nation to the north of you characterized by all that is highest, truest and best, a nation with Anglo-Saxon, a great Canadian nationality within the British Empire.

References have been made by previous speakers to the question of the possible annexation of Canada by the United States. It is not permitted to judges in Canada to discuss political questions. The question of the proposed reciprocity arrangement between the two countries has become, in each, a political question, and consequently, I cannot and will not discuss it, or express any personal view of my own, as to its merits or demerits.

Let me say, however, as a Canadian who knows the feelings of Canadians pretty well, that neither the question of reciprocity nor any other question can have any significance, in so far as annexation of Canada to the United States is concerned. We have no idea of any country annexing Canada. You have national aims and ambitions. We have national aims and ambitions. What would you think of some other country proposing to annex the United States? It would shock your notion of nationality.

With every feeling of kindness and courtesy towards you as citizens of the United States, let me say that the same suggestion produces the same feeling in us. Why should not a country with such an extent of territory, such resources, and such population not look forward to a Canadian nationality?

We have no thought of any constitutional unity with the United States. We have every desire to have the most friendly relations with this great land. We think of our land in the words of one of our poets:

"'Tis a land where Nature hoarded wealth and wonder yet untold,
For the Nation that she knew one day would be.
'Tis a land whose choicest riches are the prairies waving gold,
And the Argosies she sends to every sea.
'Tis a land whose aristocracy are tillers of the soil,
And whose rulers from the scourge of sloth are free.
'Tis a land that seeks her heroes in the ranks of those who toil;
And young Canada is good enough for me."

We hope and believe that the thousands and tens of thousands of your countrymen who are coming every year to our fertile prairies and who will find there educational institutions, municipal institutions, civil and political institutions very similar to your own and just as congenial, and who will find laws for the protection of life, conviction and property as good and as well observed as your own, will rapidly become citizens of the Canadian nationality.

Let me now express my appreciation of the invitation to be present today, the hope that your Convention will be as successful in every way as you desire it to be, and that you will all return the better for it to renew your useful and important work in the various portions of these great United States. No part of the work you can do in the future will, I think, be more important as no part of the work of the British and Canadian Pressmen can be than the constant endeavor to promote and perpetuate good feeling and co-operation among the Anglo-Saxon nations.

The Country Weekly

Paper read by Ovid Bell, of the Fulton Gazette, Fulton, Mo., at the Meeting of thhe National Editorial Association, Detroit, Mich., July 19, 1911.

KNOW a factory that makes a product that is in general demand. It owns the mine from which it obtains the raw material that is better than any of its competitors can get; yet that factory is losing money. The reason is that the men in charge of it do not know their business; and though every condition is in their favor, they cannot manufacture their product and sell it in competition with other factories at a profit. The whole trouble is in the men and their methods. So too with the newspapers that are losing money, or barely ekeing out an existence—the men behind them do not know their business.

If you were going to build bridges or bore tunnels you would study civil engineering, and when you had finished school you would shoulder a level, and then a transit, and climb mountains and wade streams. In the course of time, after you had passed your fellows in endurance and resourcefulnes and skill, you would be fit to become chief engineer and to plan and build bridges and tunnels. So in the newspaper world. If you would succeed you must know your business. Fortunate for you and for your business if you "know it from the ground up." Success and eminence in any line of work comes only to those who know their business and love it. In no other line of human endeavor does the law of the survival of the fittest apply more rigidly and certainly than in newspaper work.

I assume, gentlemen, you are newspaper men because you cannot be anything else; that the work calls to you with an insistence that is irresistible. If that is not the case, I hope you will quit it before it is too late. Nothing is more pitiable than a man doing a work which is not congenial. I know a young man who is struggling along in a profession. He is neither a failure nor a success. Too polished, too thoroughly versed in his profession to be an utter failure he lacks the love for it and the enthusiasm love gives which are necessary for real success. Nothing would so contribute to his happiness as for him to quit that profession and go into the work his heart and mind crave to do. If there is one thing above another that I believe it is that a man commits a crime against himself when he engages in a work he does not love.

Next in importance to knowing the how, and to loving newspaper work, is being a good business man. I speak now of and to publishers of country weeklies, for all of us know that in the larger fields it is possible for a man to specialize along the line which appeals to him most strongly. But on the country weekly it is often necessary for one man to be editor, manager and reporter.

Nothing helps a newspaper—or any other business—more than for the impression to prevail that its owner is a good business man. Good business men are respected in every community. Good business methods draw business. Everything else being equal you patronize the establishment where good business methods prevail, rather than the one where looseness is the leading characteristic. Why should not other people do likewise? Especially, why should not they patronize the newspaper that has a code of business principles and maintains business system? Good business methods lead to success;

success means making money, and money-making is one of the standards by which men judge the success of their fellows. I do not mean to say that only those men are successful who are making money, for there are thousands of men who are doing useful and noble work that cannot spare time from their labors to amass dollars. Subscriptions, though, pour into the newspaper office in which they are handled with care and accuracy; and advertising fills the columns of the newspaper which is conducted on true and safe business lines.

Then, too, good business methods are conducive to self-respect and independence, without which any work, no matter how profitable it may be from the standpoint of dollars and cents, is a failure. No man is going to tell the whole truth in his newspaper all the time as it should be told if he runs his business loosely, owes every merchant in his town, and is afraid to go to the bank because of the sight drafts that await him there.

Four things, I think, every newspaper publisher ought to do: collect promptly, pay promptly, make and stick to rates, and stop his paper when a subscriber's time is out.

Collect promptly because it enables you to pay promptly. Make rates and stick to them because you are in a

Ovid Bell. Fulton, Mo., Gazette

legitimate business and entitled to a legitimate profit on your work. Stop papers when the time is out because then you know exactly what you are doing.

Collections are the hardest things with which a newspaper has to deal. There is no good reason for this, notwithstanding the fact that some people still think a country newspaper is a charitable institution. If a thing is worth having it is worth paying for. If it costs you money it is your duty to yourself to get the money out of it.

Pay promptly because it means good standing in the business world. You are glad to sell to the man who pays promptly: make the man you buy from glad to sell to you. Meet every collector with a smile. Take every discount possible. You will be happier and richer and the world better and brighter.

Make rates and stick to them because in that way only will you be able to pay promptly. Everything of value has a selling price which includes a fair profit for the man who produces it. Everywhere the laborer is worthy of his hire. Work with your competitor if it is possible, but if he is one of those brainless creatures who would rather lose money than let you make it, let him pursue his way and you pursue yours. In time his creditors will take his business over, while you will still have yours.

Stop the paper when a subscriber's time expires. This is the only business basis on which a subscripton list can be handled. Besides, its subscription list can be made an infallible barometer to show a newspaper's condition. If you are making the kind of newspaper you ought to make, the subscriber will come back after his paper has been stopped. If very many of them fail to come back, something is wrong somewhere and you ought to know about it promptly, so that you can correct it. Stop the paper when the time is out and you get rid of all the dead beats; and you also avoid haggling with that large class of people who think they have paid when they have not. Nothing takes so much time, causes so much irritation, and so wears the patience as settling disputes over subscription accounts. No matter how painstaking and systematic a subscription list may be handled on the credit basis, it is impossible to avoid disagreements which convince you that the subscriber is dishonest, and convinces him that you are dishonest. It took me ten years to find this out, but I have learned the lesson well.

The country weekly that is run on good business lines can decline objectionable advertising, can have the material with which to make a clean looking paper, can have the respect of the community in which it is published, and, finally, can be its own master.

There are some kinds of advertising that ought not to be printed. Then there are some kinds which are printable, but which lower the standard of the paper printing them. Some newspapers carry these because their publishers think that it is the only way in which they can make ends meet. Let me tell you that nothing is further from the truth. The spirit which enables a publisher to tell a fakir that his advertising is objectionabe generally is able to command desirable business to take the place of that rejected from the fakir. The law of compensation works in the newspaper office, as well as eslewhere.

Good business methods will enable the country weekly to have the material with which to present a clean appearance. "The apparel oft proclaims the man," said Shakespeare. The appearance proclaims the newspaper. Good type, good composition, good press work, and good paper are good investments. My own experience has been that pennies spent for the right kind of material yield dollars in dividends. Try this for yourself, remembering while you make the experiment that it is your duty to the men who work for you to supply them with plenty of good material to use in their work, and trusting to get in return from them for the money invested increased output and finer service and loyalty.

Then be a good business man because it means independence—independence from the cares and worries which beset the improvident; independence from those who would make you serve their selfish ends; independence that will enable you to render efficient public service when it is needed.

The owner of a newspaper is the custodian of a power which is not his own, but for which he is morally responsible. The power to present the truth, to assist in guiding thought, to denounce wrong, and to defend right, is his by virtue of the fact that he owns a newspaper. It is given him not that he may serve his own ends and ambitions but that he may use it for the benefit of the public. That it may not be perverted in his hands it is necessary that he shall avoid entangling alliances with both the powers that pay and the powers that prey. He must not yield up the right to think and act for himself; he must not lose courage to be true to himself. These, my friends, are not within the reach of the man who is not both a good newspaper man and a good business man. So I say again, be a good business man because it means independence; means being your own master.

I like to believe that the country weeky is coming

into its own and that broader opportunities for useful service lie before it. I like to think that it is an Institution in this country and that it is living by its merits. It is about the only news publication left that can afford to have ideas and live up to them. The counting room is too all-importaant in the life of the metrooplitan daily, and the stress of getting news to print is too thoroughly engrossing in the life of the country daily, for either to have ideals. Dividends and material for a display head are too irrevocably the dominating motives of the two classes of daily journals for either to be overcome. But the country weekly can have ideals, must have ideals, if it continues to exist.

New responsibilities are coming to it. It is closer to the people than any other publication. Its editor necessarily has to be in daily elbow-to-elbow touch with the people. He must take things as they are—men as men, women as women, events as events. He cannot idealize them, nor imagine things concerning them. When he comes to know the people intimately and to understand their feelings, as he must to be successful, he becomes qualified to be their voice, and from their heart through his heart give expression to their thoughts, desires, needs and aspirations. Thus he becomes their interpreter and historian; and thus he becomes a meet servant of the public weal.

Fortunately the country weekly is beckoning today to the man with trained mind who can think clearly and quickly, who has industry and perseverance, and who has the courage and conscience to live a clean life and meet life's responsibilities. I am glad to believe this man is answering the call, and that every year is seeing more and more men enter country journalism with the purpose of making it their profession, rather than with the purpose of using it as a stepping stone to some other end. The time has passed when a man with a case of type, a can of ink, a ream of paper, a book of synonyms, and a grudge can establish and successfully conduct a newspaper. Hard, painstaking preparation is required of the man who aspires to succeed today. So it comes about that, in response to the need of the hour, some of our great universities are establishing schools of journalism in which are taught the principles and the ethics and the ideals of practical and intelligent newspaper work. As the years go by and more men who have been trained for professional newspaper work become working newspaper men, we shall see not only the city newspaper improve its standards, but we shall see the country weekly become more and more a factor in our national and civic life.

To justify its existence the country weekly of tomorrow must be well printed, well written and honestly edited. Its business affairs must be as carefully managed as those of a bank. It must be something more than a mirror in which a community sees itself; something more than a calendar of collected and classified news. It must have vision and ambition. It must have capacity for leadership, and with it power of self-restraint so that it will not become a dictator or a boss. It must be intensely zealous for righteousness, yet warmly human, for however impersonal the metropolitan journal may be, and however disdainful of a personal point of view the city paper may profess to be—or be—the country newspaper must be close to the people and see and understand as they see and understand.

So, to epitomize, we may say that proper knowledge of the business, love of the work, good management, and appreciation of his responsibilities, will bring to the intelligent publisher all of the success necessary to his happiness and well being. I know of no field of endeavor where a man can accomplish more for the world while accumulating a reasonable competency for himself than in publishing a country weekly in a good country town. To honor his work such a man ought to use his power justly and guard his own and the people's rights jealously. He ought to avoid smallness and selfishness. He ought to be strong, but forbearing; fearless, but sympathetic. He ought to be every inch a man—true to himself, to his profession, and to his God.

W. J. Harrison, formerly circulation manager of the Seattle P. I., has taken charge of the new morning paper called the Tribune, in Los Angeles, California. This paper is the morning edition of the Evening Express, and is owned by E. F. Earl, who made his fortune in the fruit shipping business.

Report of Cincinnati Convention

International Association of Photo Engravers.

Held June 26, 27 and 28, 1911.

Hotel Sinton, Cincinnati, Ohio.

CINCINNATI'S Convention of I. A. of P. E., this year, proved to be the largest gathering of Photo Engravers ever held anywhere. One hundred and sixty-eight delegates and visitors attended the Convention. The large attendance and the unusual interest displayed is undoubtedly due to the activity of various local clubs and associations during the year, principally the Photo Engravers Club of Chicago. This organization has made great strides in interesting engravers throughout the country in the problem of cost finding and in its endeavors to install better business methods and systems than heretofore in vogue. At all events, all those who attended the Cincinnati Convention came there of their own free will and because they wanted to contribute their presence and assistance to the International Association in its work.

The convention was called to order Monday morning, June 26, 1911, at 10 A. M., by President H. C. C. Stiles who extended the greetings of the Association to those assembled. Mayor of Cincinnati was next introduced by Mr. H. W. Weisbrodt. His Honor extended a warm welcome to the visitors, offering them the freedom of the city. He spoke in an eloquent manner of the pleasure and interest Cincinnatti had in the convention and the position his city had taken in the development of the craft. In response to the Mayor's address, Mr. John Clyde Oswald addressed the Convention accepting the hospitality extended and voicing the hopes and ambitions of all present.

Convention Program.

Monday, June 26, 1911. .10 A. M.

Address of Welcome, by the Honorable Dr. Louis Schwab, Mayor of Cincinnati, Ohio.
Roll Call of Members.
Appointment and Report of the Credentials Committee.
Reading and Approval of the Minutes of the 14th Convention.
President's Report.
Secretary's Report.
Treasurer's Report.
Appointment of Auditing Committee.
Reading of Greetings from the British Photo-Engravers' Association, Arthur Cox, by Howard Spencer Levy, of Philadelphia.
Adjournment at 12:00 Noon.

Monday Afternoon, June 26, 1911. .1:30 P. M.

Report of Auditing Committee.
Unfinished Business.
"Our Experiences with the Denham Cost System." Three minute talks by Messrs. F. P. Bush of the Bush-Krebs Company, Louisville, Ky.; J. C. Buckbee, of the Bureau of Engraving, Minneapolis, Minn., and S. E. Blanchard, of the Suffolk Engraving Company, Boston, Mass.
"The Advantage and Possibility of Knowing the Cost of Each Individual Order," illustrated with stereopticon views, by Robert S. Denham, Cleveland, Ohio.
"Block Measurement System of Charging," by Geo. H. Benedict, of the Globe Engraving & Electrotyping Company, Chicago.
Adjournment.

Tuesday Morning, June 27, 1911. .9:30 A. M.

Unfinished Business.
"The Early History of the Halftone Process; The Evo-

lution of the Halftone Screen; The Most Recent Achievements in the Field of Color Photographing and Color Process Engraving" by Frederick A. Ives (of the Ives Inventions), New York.

"Science of Salesmanship and Business Building;" Mr. J. E. Hughes, Div. Supt., The Sheldon School.

Adjournment 12:00 Noon.

Entertainment Features.

Ladies Program:

MONDAY: Automobile tour through Cincinnati and suburbs, including art museum. Dinner at Chester Park. Opera at 8 P. M.

TUESDAY: Trolly ride to Mt. Adams; visit to Rookwood Pottery; River Excursion to Coney Island; Banquet at Business Men's Club, Grand Hotel, 8: P. M.

Gentlemen's Program.

MONDAY: Boat ride to Coney Island; Dinner and general entertainment.

TUESDAY: Banquet at Business Men's Club, Grand Hotel.

WEDNESDAY: Automobile sight seeing tours. Dinner at Zoological Garden.

The strictest attention was paid by all to the various speakers mentioned in the program. Professor Frederick

E. W. Houser, Pres. I. N. P. E.

A. Ives' address proved perhaps the most interesting one from an historical point of view. At the conclusion of his remarks, Mr.Gustav Zeese of New York, expressed the sentiments of the Conventinon and photo engravers in general pertaining to Mr. Ives and presented him with a beautiful gold watch, in recognition of his endeavors and experimental work connected with photo engraving.

The problem of cost finding received the most attention and resulted in making a number of converts. It is safe to say that everyone attending the Convention not already possessor of a cost finding system, either made arrangements on the spot to have one installed or intends to do it in the near future.

The election of officers, instead of bringing forth a number of candidates for the Presidency, developed but two. President Stiles was placed in nomination by a number of his friends and admirers and Mr. E. W. Houser, President of the Barnes-Crosby Company whose candidacy was prompted by the Photo Engravers Club of Chicago and backed by the majority of engravers located in the central and western parts of the country. President Stiles felt that he was entitled to a rest after four years service in the high office of the Association. His friends tried to persuade him to accept the office again. With that understanding, Mr. E. W. Houser offered to withdraw his name and moved President Stiles' re-election by acclamation. The presiding officer however thought differently, withdrew his name and Mr. E. W. Houser became the unanimous choice of the Convention.

The following officers were elected for the ensuing year:

International Photo Engravers Association.

E. W. Houser, President, Barnes-Crosby Company, Chicago, Ill.

James Megrue, V-Pres., H. W. Weisbrodt Co., Cincinnati.

George Brigden, Sec'y, Brigden's, Ltd., Toronto, Canada.

John C. Bragdon, Treas., John C. Bragdon, Pittsburg, Pa.

Executive Committee.

Executive Officers.

J. C. Buckbee, Bureau of Engraving, Minneapolis, Minn.

Fred W. Gage, Gage Printing Company, Battle Creek, Mich.

H. A. Gatchel, Gatchel & Manning, Philadelphia, Pa.

S. E. Blanchard, Suffolk Engraving Company, Boston, Mass.

H. G. Blatchly, Commercial Art Co., San Francisco, Cal.

Ways and Means Committee:

H. C. C. Stiles, Maurice Joyce Eng. Co., Washington, D. C.

Adolph Schuetz, Sterling Engraving Co., New York.

Lon Sanders, Sanders Engraving Co., St. Louis, Mo.

John Baird, Capper Engraving Co., Kansas City, Mo.

W. N. Hawker, Alabama Eng. Co., Birmingham, Ala.

H. G. Grelle, Grelle Egerton Eng. Co., New Orleans, La.

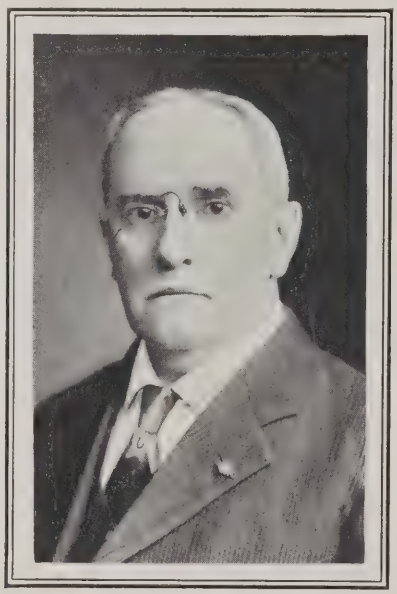
F. J. Haffner, Williamson Haffner Co., Denver, Colo.

An indication of what the future policy of the International Association of Photo-Engravers will be may be gathered from the following, an extract of President Houser's remarks to the Convention immediately after his election.

"You have had an organization for fourteen years. Your conventions, as a rule, were composed of a handful of people, who regarded them as social events, and who looked upon attendance at your conventions in the light of a vacation. I learned from the treasurer's report yesterday that you collected during the past year, a paltry few thousand dollars. The engraving industry in the United States and Canada transacts a business, which estimated upon a very low and conservative basis, amounts to at least twenty million dollars per year. There are over six hundred commercial engraving establishments in the country and yet all you have ever been able to devote to the cause of organization is represented in the sum mentioned by your treasurer. I can only view it in this light: You seem to be ashamed of the fact that you're in the engraving business. You haven't any time and apparently no money to devote to your organization. I want to say this: As long as you put nothing into this Association, you cannot expect to receive any

benefits from it. I have accepted this office with the understanding and acting under the belief that you want a live, militant organization and one not only willing but strong enough to protect and guard your interests. Look about you in any walk of life. Investigate any calling that can be dignified by the name of industry and what do you find? All of them have their powerful trade organization; most of them maintain business offices and a corps of competent people to attend to their wants. Developments during the year have amply demonstrated that organizational efforts alone can pull the engraving business out of its rut or to be more correct, out of its grave.

"I am in the engraving business and I'm proud of it. I'm proud of the fact that I have been making money in it and have learned long ago that in order to make money in the engraving business or any other business for that matter, organization is absolutely necessary. I



James L. Megrue, Vice-Pres. I. N. P. E.

have in my business an organization that means something. The engraving business is in a chaotic condition. Disorder prevails everywhere. We are beset with every known kind of competition, all of it based upon ignorance and much of it carried on in the dark. Our work must be a campaign of education. We must educate ourselves and each other. We must learn the business side of photo engraving. This work cannot be done by one man, but all of you must participate in it. Everyone of you has some definite ideas as to the improvements he would like to see made in the engraving business. By improvements I mean better business and increased profits. You can realize your fondest hopes, but you will have to pay for them. You will have to work for them. If you expect me to conduct the International Association of Photo-Engravers on the basis of two or three thousand dollars pear year, I can do it. In that event you will get the same results that you have had in the past, which as I view it, amounts to practically nil. If you expect me to do business, you will have to provide the funds to do it with. Instead of talking about raising our annual dues, let us show our sincerity in the matter by raising at once a fund of at least $25,000. With that as a working capital, we can accomplish something and that's what we're after. If this is to be a social organization pure and simple, your past methods and policies are fine. I want to warn you that few men ever became rich in this world's goods through their social endeavors. Most of them go broke, if they pursue them long enough. In closing, I want to say once more that if this Association is to be worthy of its name, if photo-engraving is ever going to be regarded seriously as an industry, let us show it now. We want money enough to put competent organizers in the field where they are necessary. We want local associations or clubs in every city in the country, where photo-engraving is conducted. It is only by overcoming local difficulties and creating harmony in each community, the whole merged into the International Association, that permanent good can be gained. We want a publication to represent this Association and serve as a beacon light to the entire craft. We want a business organization composed of business men to do business upon an intelligent and modern basis and it takes money to do it."

President Houser's remarks aroused his hearers to a high pitch of enthusiasm and a number arose and pledged sums from $50 to $500 to carry on the work described by him. He advised the convention that it was not his intention to collect the money at that time or even to accept pledges for certain amounts. If after mature deliberation, they found the aims and objects of the Association worthy of their support, he would gladly receive the money. He further stated that the newly-elected officers would outline a plan to collect subscriptions shortly after the close of the Convention. The Convention then adjourned.

Edward Wing Houser, the new President of the International Association of Photo Engravers and President of the Barnes-Crosby Company, was born at Mishawaka, Ind., Sept. 20, 1886; son Edward Franklin and Mary Jane (Siminton) Houser; he received high school education and a year and half at Notre Dame Universtiy, Indiana. He was married in Chicago, June 13, 1895, to Nellie Hayes. Since 1889 he has been engaged in the engraving and electrotyping business, Chicago; since 1898 president of the Barnes-Crosby Co. of Chicago, New York and St. Louis; also branch offices in 12 of the principal cities of the U. S. Engravers, Electrotypers, Catalog publishing, art work, etc., also president of the A. Zeese & Co., in similar line of work. He is a member of Chicago Association of Commerce, National Ass'n of M'f'g'rs. He is a 32d degree Mason, Shriner, and belongs to the following clubs: Chicago Athletic, Union League, Chicago Yacht (Chicago), Mo. Athletic and Mercantile (St. Louis). Recreations: boating and motoring.

Mr. James L. Megrue, the newly elected Vice-President of the International Association of Photo Engravers, has been connected with the Weisbrodt Co. for more than twenty-five years in the capacity of General Manager. When the Company was incorporated some years ago he was elected Vice-President, which office he still retains.

The Weisbrodt concern operates a complete Printing Plant and Electrotype Foundry in addition to its Photo Engraving interests and his familiarity with these Allied Crafts should make Mr. Megrue an ideal International Officer.

Elmer Crockett, president of the Tribune Printing Company which publishes the South Bend Tribune, Mrs. Crockett and Miss Crockett have returned from a six weeks' trip in the east. Mr. Crockett was a delegate to the Presbyterian general assembly which met in Atlantic City, N. J., in May.

Mr. E. P. Hopwood, circulation manager of the Portland Oregonian, has been making a visit around among the dailies of the middle west, gathering ideas for establishing a better system of delivery on his paper.

Premiums Win

THE question of the value of premiums in the increasing and holding newspaper circulation is often discussed. There are arguments apparently sound for and against. Yet an ounce of practical trial or experience is worth a pound of theory. One strong fact in favor of premiums is that so many excellent and successful publications use them. No one has doubted but that well selected, desirable premiums have an advertising power—calling attention to the paper and interesting people in the publication; giving an added opportunity to talk about the paper and its merits, but the question arises whether the desirableness of the paper and its merits constantly enforced and maintained will not win and in the end secure and maintain a more permanent and desirable circulation. It has often been argued that premiums are only made necessary by competitors. If one paper uses premiums the other paper must follow suit. The daily papers of San Francisco came to the conclusion, four years ago, that by all agreeing to discontinue the use of premiums, the money heretofore expended in this way could be saved, and accordingly, entered into an agreement to discontinue their use, but the conclusion, after the four years' trial, was that premiums created business and if all papers used them all will receive benefits. The *Novelty News* of Chicago and New York, tells the following interesting story of the final outcome.

As would naturally be supposed, when this agreement was finally dissolved, there was a rush on the part of the newspapers of the western metropolis to get back into the game right, and San Francisco is now being treated to as vigorous an exhibition of premium subscription getting as anybody in the country ever witnessed.

The effort was designed to rule out premiums altogether in the San Francisco territory, including Berkeley and Oakland with an outlying population of 200,000 additional. But, as the story goes, about the 1st of February last, one of the papers, growing tired of this stupid agreement—which had proven to be a handicap in circulation work without securing the economy it was supposed the banishment of premiums would confer—gave notice to the other San Francisco newspapers that after sixty days it would withdraw from the agreement. April 1st was named as the time for the agreement to be dissolved. This rule has applied for four years to the circulation building of the dailies only. It has not applied to their weekly editions.

Various premium specialists had been watching the situation with long range telescopes, and these promptly appeared on the ground in response to wires from the Frisco publishers or on their own initiative. S. Blake Willsden, of Chicago, went there on invitation of "The Call" and gave about ten days to arranging the campaign of that paper before its premium plans were completed.

One of the problems of the San Francisco situation was a trade union complication which, I believe, circulation managers in no other city of the country have had to face. Some time ago solicitors of newspaper circulation in that city organized a union and obtained a charter from the American Federation of Labor. It is said to be the only body of circulators in the United States that have organized and been recognized by the labor brotherhood. The local union contains forty or fifty members.

As is often the case with labor men after they form unions, the sole desire of these newspaper solicitors seemed to be determining how much they could get out of the publisher as minimum wages with no sense of obligation as to how much service they would render in return. The demand was made that union wages be uniformly $18.60 per week, representing $3.00 a day wage and ten cents a day carfare, and that "four orders a day" be the only standard of measuring solicitors' efficiency. The newspapers, very naturally, wanted these "orders" defined, desiring only twelve month and six month orders, but it is claimed the union men wanted "anything they brought in to be an order" with or without time specifications to it. The publishers, also naturally, wanted the terms of subscription so arranged as to include the price of the premium.

There was a Board of Arbitration appointed to settle this dispute of the solicitors, but it was found hard to settle inasmuch as the union men were said to have wanted to have their terms adopted without reference to what the publishers believed their situation required. In consequence the "Chronicle" imported solicitors from St. Louis and Kansas City and defied the union.

"The Call" for a time had its subscription efforts held up. Hence the wire to Mr. Willsden at Chicago to come poste haste and get its circulation campaign laid out and going on the right premium basis when the boycott against premium methods had been dissolved.

"The Call" is using clocks, dishes, silverware, dictionaries, fountain pens and an atlas.

The "Chronicle" is using fireless cookers, lamps, fountain pens and clocks.

The "Examiner" is using an atlas and a lamp.

The "Bulletin" is using a silver set.

The "Evening Post" is using a rocking chair, a lamp, silverware and dishes.

The folly of this late agreement among San Francisco papers to refrain from premium using for four years was abundantly proven by this experiment. As might easily be inferred, this agreement was entered into upon the theory that it would save the newspapers money.

"If all of us quit giving premiums," the publishers argued, we will get the same number of subscriptions substantially and be the price of the premium in pocket." Hence the agreement—but the inference proved fallacious.

It reminds one of the ancient fable of the merchants of the town of Sleepyville who agreed that no single one of them would advertise, the theory being that there would be the same volume of business done without advertising and the merchants would be just that much ahead by saving the advertising bill. The result—if historians are to be believed—was that Sleepyville was sold at sheriff's sale and was bought in as an adjunct for a local cemetery.

Finding themselves in desperate straits for some machinery to improve circulation building, the papers tried out other schemes in which they spent more money than would have been spent on a legitimate premium basis. Popularity contests ran riot, and instead of lamps, books, silverware and dishes, the newspapers gave away houses and lots. The "Chronicle," it is said, started off by bestowing $75,000 in these prizes. Mr. Hearst, with the customary facility of a man with a fat pocket-book behind him, raised the ante in behalf of the "Examiner" to $100,000. Then the "Chronicle," not to be outdone, raised the ante to $110,000—and there is no telling but that this procedure might have been carried on until the jack-pot reached a million had not the timely dissolution of the agreement ended the embarassment.

Hence the doing away with restrictions against premiums and the return of San Francisco subscription work to a normal basis again.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY
OFFICE OF PUBLICATION:
4618 WEST RAVENSWOOD PARK, CHICAGO, ILL.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.
Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.
FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

CHICAGO, AUGUST, 1911

WE did not fail to notice, though so far, on account of the press of other matters, we have failed to comment upon the handsome Easter number of the Bradley, N. D., *Globe*. Some few years ago we treated at some length of the value of specializing issues of a newspaper in honor of anniversary days, in order to keep in harmony with the prevailing spirit, interest or sentiment of the community. Any day or occasion which the people celebrate may profitably be exploited. If on Easter day the people brighten up, put on new clothes and bright colors, indulge in flowers, happy greetings, songs and sentiments of religious joy, or worldly pleasure, friendship, love and hope, certainly it is well and becoming that the newspaper that goes to all homes and stores in all the interests of the people, should do likewise. The *Globe* had a neat cover in blue and green, showing a surpliced choir, carroling anthems of joy and praise amid Easter lilies—flowers unequalled in sweetness and beauty. The reading matter and even the advertising conformed to the sentiment and spirit of the glad festal occasion. There was a story of the "Clear Vision"; "An Easter Incident"; an Easter Love Story"; "Legend of the Easter Lily," and an editorial on "America's Easter Day," showing the existing conditions rightly conducive of national gratitude. Then follows illustrated articles as to the schools, churches and homes of the people of Bradley, and of the farms and their products in the region adjoining. The history of the village and of the county were given with incidents and portraits of early settlers. In a word, the paper put itself wholly in accord with the prevailing spirit of gladness and kindly sentiment.

Much that has been said of the *Globe* of Bradley, N. D., can be written of the Gibson, Ill., *Courier*, though, in addition to the Easter features and first cover, the *Courier* made the issue of April 7, 1911, a "Special Easter and Automobile Edition," finding, doubtless, a harmony in the gladness of the swift gliding auto with its loads of happy people rejoicing in the open in the early springtime, and nature's new resurrection, and the joys of the Easter day. The paper was splendidly printed on finely finished book paper and the editors, E. Lowrey's Sons, briefly and well, expressed their sentiments of gratification over "another anniversary issue of the kind that has made Gibson (and incidentally this newspaper) famous." The paper contained twenty pages well filled with special articles, that fully warranted the extra effort. "The advertisements," as the publishers well say, "are as interesting and important as any other features of the paper, giving striking evidence of the enterprising business men of Gibson and surrounding towns." The edition was produced by the regular force of the paper and did the establishment, the workers and the town great credit. We are half way between the regular holiday seasons, but it is well to remember those that have passed and prepare for those that are to come. We really feel refreshed and gladdened in these hot days of late July from this glance backward to the Easter time.

* * *

The Hillsdale *Courier*, of Chatham, N. Y., is a new, bright, well-gotten-up newspaper. Vol. I, Number 1, of June 8th, showed a wealth of local reading matter and advertising that fully justified the publishers after a careful canvass, in their conclusion that a local paper, with a liberal space devoted to Hillsdale and vicinity affairs would meet with popular approval. If only publishers would carefully study their fields in order fully to understand the demands and then intelligently go about the supplying these demands in a thorough, worthy and acceptable manner, there would be fewer newspaper failures in both large and small towns. Failures in all callings are largely made by those who look only to their own desires for gain or glory with little regard to the service required, or thought as to their ability and willingness fully, faithfully, industrously, and perseveringly, without stint or grudging to render useful and acceptable service. H. M. Doty is editor and manager of this as well as of the Rennselaer *Courier*, now in its fiftieth year and they are all published by the Chatham Courier Co., with J. W. Darrow as President and Treasurer. The conducting of a series of local papers for adjoining communities by the same men or company is becoming quite popular, and properly managed are made especially profitable. It is a sort of combination that makes for economy and efficiency and gives satisfaction to the people in a way that would be impossible with one publication.

Office of the Hillsdale Daily.

Hillsdale, Mich., July 12, 1911.

Editor National Printer-Journalist, Chicago, Ill.

Dear Sir:—W are sending today a copy of The Hillsdale Daily published in a city of 5,001 official census, and county of 30,000 with a circulation of over 4,000 copies. We believe we have the best local newspaper in a city of its size in the United States. We turned two weeklies into a daily two years ago. Every mail subscription is paid in advance, every city subscription is paid each week. We do not have a dollar due on subscription in the past two years. We doubt if any country daily can show a better record.

Please observe the way we have handled the news of the North Michigan fire in the issue just sent you. We believe that we have reason to feel rather proud of the achievement in a county which never before had a local daily. Yours very truly,

THE HILLSDALE DAILY, D. W. Grandon.

An examination of the copies of the Hillsdale *Daily*, sent by D. W. Grandon, editor and manager, goes very far toward establishing his high claims. We know of no other daily paper in a city of five thousand population, that can claim so large a circulation or greater excellence, and Editor Grandon has just cause to be proud of his achievement as a whole and of the manner in which the news of the North Michigan fire was handled.

The motto or claim of the paper, neatly displayed at the right of the paper's head, is, "Always has the home news first," and on this timeliness or promptness. and in the completeness of the home news, conjoined to the excellent business methods indicated by the letter, rests largely the paper's wonderful success. The paper is sold at ten cents a week or five dollars a year, by carrier in the city, and two dollars a year by mail, and the advertising rates are full position, 18 cents, and run of the paper, 15 cents an inch, each issue. The paper has been developed from a consolidation of the *Standard Herald*, established in 1909, the Hillsdale *Standard*, established in 1846, and the *Herald-Democrat*, established in 1853, and the issue of July 12 bears the year and number of the oldest paper, "Sixty-fith year, No. 9." The success of the consolidation fully carries out and substantiates what we have written elsewhere with regard to a live daily as a competitor of weekly papers, in this day of rural free delivery routes in a city of fifteen thousand population or less. The first page of this daily is gotten up in the style of metropolitan dailies with good, strong display headings for the articles, only local matters of importance are given prominent place on the page, as is proper. A good strong first page makes a good impression and helps a newspaper as a bright, strong, pleasing, intelligent face helps a man and interests and gains the consideration and confidence of those with whom he meets, whether they be strangers or acquaintances, or even friends. The style is used of continuing extended articles on other pages in order to give room for showing the important news of the paper on the first page and securing the interest of readers therein. In this way this paper is able to play up both important local and general news on the initial page with appropriate cuts or illustrations. In the issue of June 12th, the great fires in Northern Michigan were of especial importance, especially as being partly of great local interest, and were given a display line across the top of the first page, under the title, with the words "Whole North on Fire," with an enumeration between the words, and to the right of the last, in small cap columns, of "Towns Burned," "Towns Burning," and "Towns Threatened," then the last or right-hand column—with an enumeration, surrounded by a star border, of the most striking features—was given up to the beginning of the horror and then continued to the fifth page. The story was also preceded by an appropriate three-column double head. The news was well covered by brief telegrams from fourteen or more different points, and by stories from people arriving on trains. However, other news was not slighted. There is no reason why a daily published in a small city should not follow the best methods and traditions of the leading metropolitan daily papers, both in handling the news and in makeup as well as in editorial treatment of subjects of local interest and importance—always bearing in mind that local matters are of the highest and first importance to the local paper. The best metropolitan papers may well be carefully studied as to methods and makeup.

* * *

Here are some valuable hints for talks to advertisers, contained in a circular letter sent out by the advertising manager of the Elgin, Ill., *Daily News*:—

"To make a newspaper valuable it must contain the news happenings of the day. Therefore the first consideration is to the readers. The better pleased the readers are the more valuable the newspaper is to the advertiser.

"The Elgin *Daily News* will, at any cost, print the actual real news of the world, of the city and of the country. Such advertising as might encroach on the news columns will be omitted. To insure insertion, copy for display advertising must be in at least one day in advance, pure readers by 1 o'clock on day of publication."

Service of a newspaper to its readers is of very great importance to advertisers.

Col. Henry Watterson, the distinguished editor of the Louisville Courier-Journal, has accepted an invitation to be the principal speaker at the annual banquet of the Indiana Associated Press newspapers, which will be held in Indianapolis on the evening of Sept. 21. This will be the second annual banquet of the association and every effort is making to have it an affair of unusual enjoyment. At a meeting of the association in Indianapolis, June 28, it was decided to invite Col. Watterson and word has been received of his acceptance, accompanied by a statement that he would be delighted to meet the Associated Press editors of Indiana and their friends on this occasion. Addresses will be delivered by others, but Col. Watterson will be the principal speaker. The banquet will be presided over by F. A. Miller, editor of the South Bend Tribune.

Past-President John E. Junkin Retires From His Newspaper

A STORY OF HIS DOINGS AND EXPERIENCES AS PICTURED BY WILLIAM ALLEN WHITE OF THE EMPORIA WEEKLY GAZETTE.

John E. Junkin, after twenty-five years of good and faithful service, has laid down his work, sold his paper and is preparing to leave the state. He came to Kansas a brisk, hopeful, courageous young man, and he leaves it in middle age, with enough money to "do," with a record of unusually successful achievement, with a clean reputation, and with untold millions invested in the penny savings bank of good deeds done without money and without price. He has done all the things that every good editor must do if he gets far with his community. For, first of all, the country editor's job is not writing. The average man who looks at the editor in any Kansas town and finds his career worth emulating, knows little about the aforesaid career. The average man believes that all the editor has to do is to go around with his note-book, jot down a few personals, write up a batch of desultory thoughts upon large affairs, go to press and milk down the receipts.

The truth is different. The country editor has to make much of the news he writes. The commercial club, the church, the school board, the council, the baseball team, the college, the law and order league, the county central committee, the whist club, and the good roads movement, all must feel the influence of his gliding hand. He must be in everything and run errands for everyone, pass the paper, get the hall, hire the band, send out the circulars, deliver the address of welcome, do the town lying for harmony's sake and hold the bag. He must be guide, philosopher and friend to those in trouble, and the mentor and admonisher to those who are about to get into trouble. The preacher, the town drunkard, the statesman, the social climber, the real estate boomer, the man from the grand lodge who is about to exemplify the new work, the promoter the broken soldier kindly bade to stay, the captain of industry and the girl with a fatherless baby, all come to him to help them in their troubles. He is the town confessor, the town boomer and the town goat, doormat, rock of refuge, errand boy and vicarious sacrifice—the editor is the only creature in all the wide animal kingdom that needs the wings of a dove, the strength of a lion, the protective odor of the skunk, the smooth, crawling belly of a worm of the dust, and the aspirations of a god! All these things for twenty-five years John Junkin has had and been and done. Superintendent of the Sunday School, member of the school board, secretary of the State Editorial Association, secretary of the Commercial Club, director of Cooper College, church leader, ward committeeman, business man and town diplomat. Before the elections they lied about him; during the elections they belittle him; after the elections they blamed him. Year after year he walked his weary round. Year after year he became a larger and larger part of his town and county and state. The youth that went so nimbly to his task, comes out a middle-aged kindly man with a twinkle in his eye that reflects a fine philosophy. And that is worth it all. To be able to know that they don't mean it; to be able to feel that, even if they do, it's all right; to be able to take the blame and know how hollow is the praise, and through it all to whistle and thank God for the liberal education that it brings; that is the editor's chief reward. And John E. Junkin, after twenty-five years of school in the newspaper university, has taken all the degrees, mastered all the courses, and now enters life a scholar and a gentleman, who will devote some time to watching the wheels go round. He has richly earned the money that he has made. Every dollar of it represents hard work, sincere effort to make Sterling a better town and God's world a better place of human abode.

Here's to you, John Junkin, with the harness off. Caper and cavort as you will; kick dimples in the cerulean blue with your pretty pink toes, breathe the sigh of relief that tingles down to your heels; but remember this my jo-John: It will be a long, long day before you get another harness that will draw so much of the world's weight—for the money.

UNITED TYPOTHETAE OF AMERICA

Office of the Secretary

National Printer-Journalist, 4618 W. Ravenswood Park, Chicago, Ill.

Gentlemen:—We are enclosing, herewith, a program of the papers to be read at the U. T. A. Convention, which will be held in Denver, September 4th to 7th.

Yours very truly,
FRANKLIN W. HEATH, Secretary.
By A. E. Davis.

Papers.

"Results from Use of a Cost System"—Ennis Cargill, Houston, Texas. Discussions—E. Lawrence Fell, Philadelphia; C. V. Simmons, Waterloo, Iowa; D. S. Gilmore, Colorado Springs.

"Trade Schools"—Prof. F. O. Climer, Direector Winona School of Printing. Discussions—William Pfaff, New Orleans, La.; Claude Kimball, Minneapolis, Minn.

"The Element of Time"—Jos. A. Borden, Spokane, Wash. Discussions—Edward L. Stone, Roanoke, Va.; James A. Bell, Elkhart, Ind.

"The Printer Ascendant"—Henry P. Porter, Boston, Mass. Discussions—Geo. A. Saults, Winnipeg, Canada; C. V. White, Seattle, Wash.

"How Can Printers be shown the Necessity of Organization?"—Robert W. Ewing, Birmingham, Ala. Discussions—Robert Schalkenbach, New York City; H. W. Walkenhorst, Kansas City, Mo.

On Wednesday evening, September 6th, the Proof Club of Philadelphia will present the play, "The Revised Proof."

A meeting of Associated Press papers of Indiana was held in Indianapolis the afternoon of June 28. F. A. Miller, Editor of the South Bend Tribune, president of the association, presided over the meeting. George M. Cook, manager of the Associated Press in Indiana, treasurer of the Association, made a financial report. The second annual banquet will be held in Indianapolis the evening of Sept. 21 and is expected to be an exceptional affair. President Miller appointed as a committee of banquet arrangements with full power to act, R. L. Williamson, Muncie Star; C. E. Lambertson, Terre Haute Tri-Tribune; and Mr. Cook.

Mr. C. Harrison Green is circulation manager now of the Seattle P. I. He was formerly circulation manager of the Seattle Star.

Eugene M. Herr, for years connected with the South Bend Tribune, died June 25 at his home in South Bend. He leaves a wife, son and daughter.

Stenographic Report of Proceedings of the Twenty-Sixth Annual Convention of the National Editorial Association of the United States Held at Detroit, Mich., Commencing July 18, 1911, at 10 A. M.

OFFICIAL ROUTINE

President.—The Convention will come to order.

Ladies and Gentlemen of the Convention, I am very grateful to you all for coming, more so, because a great many whom we had reason to expect are not here. I think we shall, with your help, have a pleasant and profitable convention.

I have particularly great pleasure in introducing to you a gentleman who has charge of the entertainment in Detroit. Twenty-five years ago, at Cincinnati, he was in charge of the entertainment of the Convention of this Association, the second of its conventions. It was organized twenty-six years ago, as most of you know, and this is the Twenty-sixth Annual Convention. In Cincinnati, Mr. Milton A. McRae, well known throughout the country, in connection with the Scripps-McRae League of Newspapers, was the chairman of the entertainment committee at Cincinnati, and he is the chairman of the entertainment committee in Detroit today, President of the Board of Commerce. I have great pleasure, Ladies and Gentlemen, in introducing Mr. McRae. (Applause.)

Mr. McRae—Mr. President, and Ladies and Gentlemen of the National Editorial Association: I can assure you that it is a great pleasure for me to be here this morning, and to welcome you to the beautiful city of Detroit. As your chairman has told you, it was my privilege to be the chairman of the entertainment committee in Cincinnati twenty-five years ago this year, and to have spent two or three days with your body at that time. We gave you a good time there, and we hope that you will have as good a time in Detroit, if not better. Cincinnati is a beautiful city, but Detroit eclipses Cincinnati, and most other cities, so far as being beautiful is concerned. (Applause.)

I could not help but think, today, how few of the faces I recognize that were at that meeting twenty-five years ago. The only one that I have any recollection of is the founder of the organization, Father Herbert. (Applause.) He seems to have retained his youth, but the color of his hair and whiskers has changed somewhat during that quarter of a century.

I am very glad, indeed, to see the ladies present today. I was thinking what a wonderful work woman has performed in the development of the American newspaper. (Applause.) We cannot get along without the ladies under any conditions. That was pretty well illustrated by the story of the boy who said to his father, one day, "Father, is there a man in the moon?" "Oh, yes, my boy, there is a man in the moon." "Well, father, is there a woman in the moon, too?" The father said, "No, no, my boy there is no woman in the moon." And the boy scratched his head a moment and thought, and then said, "You are mistaken, father, no man would have stayed in the moon as long as that man has, unless there was a woman there." (Laughter.) And I think the boy was right about it.

I am reminded, speaking historically, that you are now meeting today on the site of the spot where was founded the American Newspaper Publishers' Association, now the largest and strongest body of its kind, not only in the United States, but in the world. It was founded by three men in the old old Russell House—this hotel is erected on the site of the old Russell House—and if you will pardon the mentioning of it, I was one of the three men who founded it. The other two, J. A. Butler of Buffalo, and W. H. Brearly of Detroit, are dead. But that great institution has gone on and grown, because it has been developing the practical work of newspaperdom for the newspapers of the United States. It employs men, one of whom, I believe is to speak to you, and it pays its high-salaried official $10,000. It has worked wonderful things for the newspapers; and I hope that your organization may be so reconstructed, as it is your intent, as I understand it to reconstruct it, so as to bring you

Compliments of Franklin Company, Engravers, Etc., Chicago, Ill.

practical results in the newspaper world. This is the era, ladies and gentlemen, of scientific organization if you progress, and you must progress. If you cease to grow, you begin to die. Therefore to make progress, you must make it through organization.

Your Association met in Detroit in 1889, twenty-two years ago. Some of you who were here then, will note the great changes in this city. Then Detroit had a population of 200,000. Today it has a population of very nearly, if not in excess, of half a million. In these twenty-two years it has grown from the 14th to the tenth city in the United States. Some one, this morning, asked me, "How is it that Detroit has grown so rapidly?" I think Detroit enjoys natural facilities that other cities do not possess. It is on this great river. It is geographically located so as to make it a great site for manufacture; and the advent of the automobile has wrought wonders in this city.

In this room, a week ago, I was a speaker at a banquet given by one of the great automobile organizations, and the slogan across that gallery yonder, was "75,000 automibiles in 1912." And the president of the company told me that the value of that product to be produced in Detroit next year, by one manufacturing concern, exceeded $45,000,000. Out of five machines made in the United States, three are made in Detroit, and in this vicinity.

But do not think, because we are great in the manufacture of automobiles, that we do not excell in other lines. We have the largest pharmaceutical manufacturing institution in the world, Parke, Davis & Company. You are to enjoy the hospitality of that great institution this week before you leave.

This is one of the great stove manufacturing cities of the United States; and it is now the largest brass manufacturing city in America. Ansonia and Waterbury, Conn., used to have that honor, but Detroit enjoys it today.

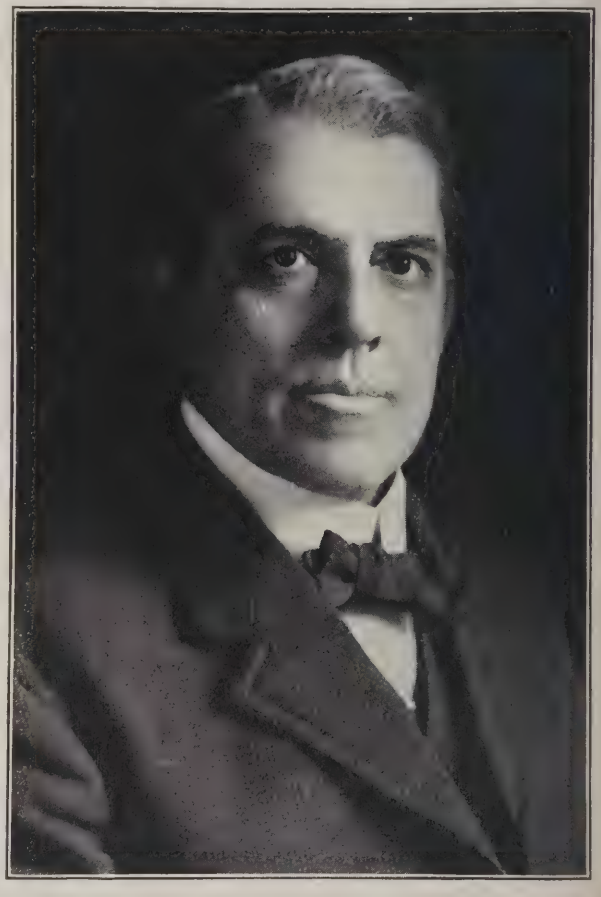
We make more adding machines here than they do in any other city in the world. We have all sorts of varied manufactures, and variety of manufactures is what has probably stimulated the growth of the city.

This is also the hotbed of reciprocity. With 3,700 miles of imaginary line, that bars Canada from the United States across the Continent of North America, this is the largest city on the border. We believe, in Detroit, that we know our Canadian cousins better than they do in the interior, and also almost universally, believe that reciprocity will, not only benefit the United States, but Canada as well. And there are about as many people on the other side who believe that reciprocity will injure Canada rather than help it. Let me say to you, that in my judgment, within a very short time, while attending the school of experience, we will find out what reciprocity means to both countries. (Applause.) You are mighty in your power. You have had a great deal to do with the progress of this great Union of ours. The Press is the mighty engine of civilization, and goes on throbbing from day to day to perpetuate the best interests of the greatest Nation that the world has yet produced, our own United States, America!

I want to say to you that we are glad that you are with us; pleased that you are to stay with us a few days. We hope to make you comfortable. If there is anything you want that you cannot get, inquire for it and I am sure you will receive it. The latch-string is on the outside, and we want you to feel at home in Detroit. We are proud to have you, and we hope that you will go back to your homes and tell your friends and your associates that Detroit is not only the most beautiful city in the world, but the most hospitable. (Applause.) I want to say to you that we have parks and boulevards in Detroit and we are going to show them to you. We have the greatest and I believe the most beautiful park in the whole world—Belle Isle Park—surrounded by water. This afternoon we hope to drive you around that park in automobiles and give you a glimpse of it so that you can judge for yourselves.

I am very glad indeed that we have with us today, not only the Governor of our State, but the Mayor of the City of Detroit, both here to welcome you. (Applause.) I am also proud to say that Michigan has one of the most progressive Governors in the United States. (Applause.) And best of all, he is a newspaper man. (Applause.) Sometimes he puts it aside gently, but just the same, he is connected in the ownership if two Michigan newspapers, and he has come here today from the burned district of the State of Michigan at great inconvenience to himself, from what I learn, because he promised to be here to welcome you; and I take great pleasure, ladies and gentlemen, in presenting to you the honored Governor of Michigan, the Honorable Chase S. Osborn. (Applause.)

Governor Osborn—Mr. President and Chairman, Ladies and Gentlemen: I suppose you are a partnership in this splendid affair. My good friends, ladies and gentlemen, I do not believe that anything really more meaningful and heartfelt could be added to the splendid welcome that you have been given here by our respected fellow-citizen, Mr. McRae. (Applause). We are all proud of him. When he says a thing we have come to know it means something. That he speaks accurately and sincerely and meaningful always. When he tells you that Detroit is a better town than Cincinnati, he knows what he is talking about. (Laughter.) And when he tells you that he hopes you will have a better time here than he gave you in Cincinnati. I believe that he will make that come true as well, because he has had a lot of experience since the time of his management of your reception there.



Governor Osborn

I am not sure but what I may address you, not only as a fellow newspaper man, as the Governor of Michigan, and your friend and fellow citizen, but as a member of this body and I am glad to meet again my old friends, B .B. Herbert, J. M. Chapple, and others. I do not know, Mr. President, whether a person once a member is always a member or not, and I am not quite sure just how I stand in the matter of dues, but I have been a delegate to the National Association conventions, and have always enjoyed them, and I have usually seen them more largely attended than this morning, and I asked the President, Mr. Baumgartner, why there were not more here. By the way, this name of your president fits Cincinnati and Milwaukee a little better than Detroit. (Applause and laughter.) He told me that the matter of transportation enters into the consideration of coming and going a little more than it used to. I am not quite sure that he is right about that because in the olden days when we thought we got free transportation from the railroads we paid two and three and four prices for it. (Applause.) We think

now we are giving legitimate values for everything we get, or we dream that we are. I believe that we can go and we can come just as easily or more so than in the olden times. It is the new golden age that has come and it has meant just as much to the newspaper profession as it has to any other channel or walk of life. The newspaper man is no longer a pauper, and he does not have to make a breakfast off a piece of cheese, and accept anything else that anybody else has come along and offered, those days are past. I was a member of the profession in those days, but I have gotten out of it somewhat now. It seems to me, it would be a splendid thing if all the six hundred or a thousand who are legitimately entitled to membership in this association might attend its meetings every year. They come to know each other better. They come to know more of the needs and ideals of the profession; and then they come to know the country better. It is good for the newspaper men to travel from New York to Frisco and from Detroit to New Orleans. We do not say Canada any more, in the north, we speak of Detroit as meaning the entire north. And it is good for them to go about, and I wish, in speaking of the great pleasure of welcoming you here, that we might have had a thousand of you here. But you do not need any welcome to Michigan or to Detroit. No matter what the splendid Mayor of the city says in all his graciousness, or what Mr. McRae says in all his sincerity, you are in your brother's house. Any man in any State of the Union, does not really need any more welcome than one brother extends to another. It is a happiness to look into your face and give a hand to you and come into personal contact by actual introduction. Welcomes hardly mean anything.

And now as to your stay here in Michigan. I notice by the morning papers that somebody was surprised at the amount of sugar we make here. Well, we make a lot of sweet things here in Michigan and you are welcome to them all. In the year not yet closed, we will have made about three hundred million pounds of sugar, and on the basis of 85 pounds per capita, we make more in Michigan than we consume. It surprised me recently to learn that we are making more beet sugar in the United States now than of cane sugar, so we are getting to be a first-class sugar-making nation.

I want you to remember this, all of you, and the president from the far West, that we are a great mining State and that we have the biggest copper mines and mine about ten million tons of iron ore, and coal, too. And then we mine lots of beans, and we are the greatest bean-raising State or country in the world. We raise more beans in Michigan—some six million bushels last year—than any other State of the Union or any other country of the world, and consequently, we are ahead of Boston, as you will realize. (Laughter.)

I don't want you to misunderstand Mr. McRae when he stated that Detroit makes more **brass** than anybody else in the world, that he is in competition with Chicago. We are doing things that we have to do here, in our own way and doing the things which are particularly adaptable to Detroit. I wish he might have told you, because his heart is full of it, that in Detroit, people may live well at the lowest cost. I think President McRae may have compiled statistics of why people may live at less cost. That a comparison of wages here with the older countries of the world show 130% more wages paid and only 52% increase in the cost of living. As compared with 28 large cities in the United States, it is shown that Detroit is the cheapest to live in, and that does not mean that we do not live well.

Take a glance at the history of Michigan. Michigan has been under four flags. It has been under three, the French, the English and our own stars and stripes, but before that time it was the scene of Indian supremacy and there were large Indian towns. At one place in Michigan, there was an Indian town between four and six thousand. So Michigan has antiquity, and has historical interest. I was amused and somewhat interested by reading some of Thomas Jefferson's references to the western territories, particularly in 1796. At about that time the new Congress sent a committee out to study the western territories and decide what might be done with them. Jefferson disagreed with the report of that committee. He thought the whole western country—and the western country was all that we have now—ought to be cut up into small communities, in Governmental entities, so as to compare with the Government of Indian Tribes; and this committee recommended that this particular peninsula, this lower peninsula should be called Cheronsett. I do not know whether I pronounce it correctly or not. And there was Messotomie advised in that committee report, and we came very nearly having some fearful names. Just to the west of our upper peninsula to the north, that was to have been called Michigamme; and so, if Thomas Jefferson, wise and sage and splendid statesman as he was, had had his way, we would have been divided up into communities, and we would not have been in Michigan today. I am wondering whether our old fathers were as wise as we sometimes wish to think they were, and I am wondering if we have not a much better conception of things than they did; if we have not a higher conception of the future, and if we are not going to grow to the north of the great chain of lakes and St. Lawrence basins, just as we grew to the west of the Alleghenies and to the north of the Ohio. Because, no matter what the form of government, there is little difference between the government of Michigan and California and Texas, and not much difference between the government of Michigan and Ontario or Manitoba or Assiniboia and Saskatchewan, and the northern provinces of Ontario. We are the same people. We believe in the same forms of civilization, the higher things that belong to the christian life, and I do not see why we are not destined, despite those who look the same as the men of 100 years ago did upon the future, despite short vision, I do not see why we cannot grow entirely to the north pole, or as far as habitable regions are in one direction, and to the Isthmus of Panama in the South, and keep all of North America as an English speaking country. If that is true, then we cannot afford to leave erected any artificial barriers and boundaries. The Mason & Dixon line went by the board through strife and war, and then reconstruction; and now I would like to see this line in the north, this long line of possible contention peaceably swept away, only to take its place in the archives of yesterday with the Mason & Dixon line. (Applause).

Mr. McRae spoke to you somewhat of the growth of Detroit. Now Detroit has grown. It has almost doubled in population in a decade of years. I may be a little recreant in making the statement, because I am a Hoosier, and Indiana gave me birth, and I have the real love of a Hossier, but Michigan beats Indiana. The whole state is interested in Detroit. During the last decade, the census shows it to be in the eighth place among the states, and Indiana in the ninth place, whereas it was formerly in the nith place and Indiana in the eighth. Now, this is nothing against Indiana at all. Indiana is all right. It just shows what we are doing in Michigan, that we are alive and the north country is full of those things that go for vigor, and the accomplishment of the higher potentialities. And we are simply seeking to keep step in the march of progress of all of the states of our country, all in the sense of independent republics. Some of these days we will have more people than even Europe, because we have a greater area and greater opportunities. Then when you think that there is the best of understanding, and the best of feeling between the states, and our sister country to the north, there will be nothing in the world material or otherwise that can prevent our being the greatest country in the world. (Applause). We shall hope that every state will be a gem in the setting, and that Michigan with all her internal waterways will be quite as attractive and beautiful as any; and when you shall come here again you shall find just as heartfelt welcomes as Mr. McRae has given you, and as Mayor Thompson is to give you. I do not know but we are trespassing on his prerogatives somewhat. You know they believe in local government in Detroit pretty strongly; and we want you to know, that when you get right down to hardpan, Mr. Thompson has the right to welcome you, and he is going to do it in his big splendid way. He is not a newspaper man, but he is in pretty close touch with some who are. I thank you for coming and hope you will always come when you can, and that you will leave Michigan only when you have to leave, and then with a determination to come among us again; and that while you stay here you will all have the good time that Mr. McRae has assured you, you will have, and if you do not have a good time in Detroit, you come up to the backwoods where I know the Indian trails, and we

will give you a good time. I am glad to have seen you. (Applause long and continuous).

Mr. McRae—Ladies and Gentlemen, our Mayor is here today to extend to you an official welcome in behalf of the City of Detroit, and I take great pleasure in presenting the Honorable William Thompson, Mayor of the City of Detroit. (Applause).

Mayor Thompson—Mr. Chairman, your Excellency, Ladies and Gentlemen of the National Editorial Association. I suppose you can imagine how a common ordinary mayor feels at this particular moment, after listening to the beautiful address of the governor, to whom I would have been glad to have given my time, and we could all have listened ten or fifteen minutes more, and also to Mr. McRae. I think there is very little left for me to say. I am glad that those gentlemen are here today to assist in giving you a welcome. And on behalf of the City of Detroit, I wish to extend to you a hearty and sincere welcome to our city. We are proud to have you here. We are glad to be able to entertain you, and have you come and visit our beautiful city. Mr. McRae no doubt has taken very great pains to lay out entertainment for you, and in order to assist Mr. McRae in entertaining you, I have presented the keys of the city to your president, Mr. Baumgartner, and if you do not have a goood time and do not enjoy yourselves, do not blame it on the Mayor, blame it on your president; because I am going to turn the city over to him and appoint him assistant mayor for the balance of the week, that he may see that you are properly entertained.

Now, I suppose if I was a proper kind of Mayor, I would tell you all about your business, because in these busy days everybody talks about things that he knows least about, and particularly about politicians. (Laughter). I am not a journalist, and the only relationship that I can trace to it is being in public life for about twenty years and becoming associated with some of the journalists; and I have found, during that time, that they are the hardest kind of people to pass any stage or counterfeit money on, consequently I must be careful of what I say. Seriously speaking, if I may be serious for a moment, I might just make one point, that you gentlemen have a great deal of responsibility on your shoulders, and you owe a great deal to the people of these United States, in this age and generation when newspapers take such a prominent part in forming public opinion, in shaping the issues of the day. It is very necessary for the gentlemen running their papers to formulate an honest opinion, and to give the people the real facts, regardless of the business department or any other department. Any public official ought not to be afraid to explain his position or to give the people of his district or of his State a reason for his acts. In other words, sometimes we have public officials who think they belong to the Grand Jury, that they are not responsible to anybody, that they can walk around, and if a newspaper man approaches them, that they need not give an account of their conduct. I say to you gentemen, that he is the one who needs light upon his actions more than anybody else, the man who refuses to give an account of himself. And the only advice, if I may call it advice, would be, that newspapers in shaping public opinion, give their honest opinion, and give what is for the best interests of their city, state and country, regardless of politics. (Applause).

Now, the Governor has told you about Michigan, and Mr. McRae has told you about Detroit, so I do not know as there is much for me to say, except that we are proud of our city. Of course we did not build this city. God was good to this city. We have a great many natural advantages. We have that beautiful playground, the Detroit River, where the rich man can take his yacht and entertain his company, or the poor man working daily, can go down on the Ferry and ride all day and get the same pleasure.

Probably you do not know it, but in Detroit we have more people than they have in any one of sixteen States of the Union, including Arizona and New Mexico There are only eighteen which have more assets than the City of Detroit. It costs more money to run the City of Detroit than the State of Michigan. I am not saying that at all, to try to set a pace for the Governor here, because we have got a great Governor, but it only gives a little idea of what it costs to run our city. It costs about $10,000,000 a year to run our City Government. The business in our city amounts to about $230,000,000 a year. We manufacture in round numbers about $25,000,000 worth of automobiles. The automobile industry represents $140,000,000 of investment. So you cannot blame us if we do talk about our city, and talk about its remarkable growth. I think you all know that we increased our population 63% in the last ten years.

One word, I almost forgot the ladies. I want to say that you are doubly welcome because the ladies are here, because we find that in every convention that comes here and brings the ladies. Detroit is benefited more by the visits of the ladies than those by the gentlemen. (Applause). I will tell you why; if a lady sees something in the city she will remember it and talk more about it and she will help Detroit more to place it on the map than you men would by your visits here.

I want to say to you that Mr. McRae has also arranged to have the Detroit Ball Club, the champion club of the world, play here this week. They were not to be here, but through the intersection of Mr. McRae he made it possible to have this great ball club play all week for the benefit of the editors here. (Applause and laughter). I know that you will enjoy that. Ladies and gentlemen, you are welcome; we are proud to have you here; we want you to enjoy yourselves; we want you to have a good time. If you do not have a good time do not blame anybody but yourselves. The arrangements are all made and we are glad to welcome you here. And in conclusion let me extend to you the greetings of our city with the hope that your convention will be a prosperous one and a profitable one, not only for you but for all the people of the United States. I thank you. (Applause).

The President—Mayor Thompson, Mr. McRae and the Governor, I want to express to you my appreciation of your kindly words of welcome, on my own account and on behalf of the association. It was exceedingly kind and gracious of you to come here and say them. I was made to feel considerably at home by some of the remarks that were made. Governor Osborn reminded me, in his virility and enthusiasm of our own home Governor in California, who is a progressive Governor. The reference to the growth of Detroit and the inspired words of the Governor in their universality and cosmopolitanism call to my mind the fact that while it was brought out that Detroit, for instance, has increased in population 150% I think, in twenty years—just called to my mind something that may interest you. I cannot give figures like these gentlemen have; but in the little county where I live in California, take the beet sugar business for instance. When I went into that county only fve years ago, from another neighboring county, there was one beet sugar factory in that county, the smallest in the state. Now there are five large sugar factories. The little town I happened to be interested in, in a business way, the town of Long Beach, the census of 1900 showed a population of 2,250. The census of 1910 showed a population of 17,400, 640% increase. This shows how widely the country is growing, and while the majority of our immense tide of population that is pouring into the Pacific coast comes from this section, still this section is growing.

I am reminded of a little story when I think of the introduction of the gentlemen and their addresses of welcome. I want to mention the story of the gentleman who went to his old home to make a visit and he met a boy there who was not very bright, somewhat off intellectually, but shrewd, too, in some ways. This gentleman thought this was a good opportunity to gather some inside information about certain of the neighbors and friends and among others he inquired about an old sweetheart. "Oh," says the boy, "She has been married seven years and has twelve cdildren." "What, how is that?" "Why," he says, "there was born three to once, and two to twice, and one a good many times." We have all heard from our good friend Walter Williams three to once and two to twice and once a good many times, so you will pardon me if I set him aside and ask Past President, Mr. P. V. Collins, who we do not have the pleasure of hearing so often, to say a few words in response to the addresses of welcome. Past President Collins of Minnesota.

Mr. Collins—Mr. President, Ladies and Gentlemen. I wondered in my own mind how in the world our president was going to square himself with the audience for deigning to call upon me to respond to these eloquent addresses, instead of the past President, whom we all honor so highly and so deservedly. I am reminded of the story of the oyster which found itself in the oyster

soup at the church social, which in swimming around jovially there ran across another oyster. Just as I stand here and look at my fellow past Presidents, the one oyster said to the other, "I don't see what in the world they want of both of us." I do not know whether they are going to call on all the past Presidents to respond to the addresses of welcome, but I cannot see why one of these eloquent men who are seated before me have not been enjoined to perform this very pleasant duty. I am in the position of Chauncy Depew who was called upon unexpectedly to respond in the place of a notable orator who was not present; and he said that he could not hope to fill the place of this absentee, but that he would get in and rattle around the best he could.

So I will simply say on behalf of the Association, that we appreciate the cordiality and the heartiness of the welcome that we have received. I have been very much impressed by the exploitation of Detroit. From the local reports, it is the climax of all that is beautiful and desirable. Even here in Detroit they tell us that Detroit is the climax. I am surprised, for I live in Minneapolis, and Minneapolis makes good. Detroit is a delightful city. Detroit is at the very gateway of the path to Minneapolis. It is very favorably situated in that respect, and so we have fellow feeling for our beautiful city of Detroit for it helps to soften the astonishment when you come farther west and see the real thing. (Laughter).

Now, a few years ago I had the pleasure of visiting Chapeltown in Massachusetts, where I visited, Sunday afternoon the church of Phillips Brooks. I went with my wife to see that beautiful church and there unexpectedly, we found a church service in progress. There was a young minister there—not Phillips Brooks—but a young graduate who had chosen for his text "Sit not in the seat of the scornful;" and he preached very eloquently, and very pointedly, I thought, to those Bostonians, for he said "we who have had all the advantages of the environment of Boston and have lived here and have had all these advantages all our lives, should not look down upon those who have not had the advantages. We should be sympathetic." So I would apply that sermon bodily to our friends of Detroit. I know that we would all be in Detroit if we could, but we cannot all live here, there is not room enough.

Now, my friend McRae and I used to live together in Cincinnati. I made the mistake of slopping over the advantages I enjoyed, by going a little too far west. Mr. McRae came from Cincinnati to Detroit and he has retired on his wealth, while I am still working. (Laughter). Detroit is a wonderful city. You know, perhaps, that Detroit gets more commerce than all the coastwise commerce of the United States combined. Do you know that even at the head of the lakes, at the city of Duluth—a Minnesota city, by the way—there is more commerce than there is in New York and Chicago combined and so we have learned some truths. We hear that Michigan is famous for its *brass* and so it is a very suitable place for newspaper men to come and replenish their stock. In Minnesota we are famous for our iron, supplying as we do, two-thirds of the iron that is used in the United States, and half of the iron that is produced in the world, and so we all have something to boast about.

I was born and raised in Ohio, and I am like George Ade who was raised in Indiana and who had occasion to respond to a toast in New York given at a meeting of Indianians, and he said, "Here is to Indiana, I will never go back on it, nor to it" (laughter). And so I feel that we can all bring here to this meeting something of which we can boast because we are all fully American, and are all unitedly proud of our own united country. This is indeed a great country; and one of the greatest institutions in this country is the National Editorial Association and kindred associations, which bring together the people representing the various parts of the country.

A friend of mine told about introducing to a Wall street broker, a short time ago, a friend from California. I do not know whether he was from the same part as is our President, but, probably, he was. The Wall street man met the Californian very suavely and courteously, as they always do, especially when their pockets are bulging, as Californian pockets always are, and he said, "You have a great country out West, a very great country. I was out West myself last year; I went clear out to Buffalo and over to Cleveland and down to Pittsburg, and all around. I tell you that is a wonderful country." The Californian looked at him a while and then winking at his introducer, came back at him, as they generally do, and he said, "Yes, we think we have some attractions out our way, but you have some very interesting things here in New York in the east. I just came in this morning and this is my first trip east. I came east last year; I came clear on to Denver and Salt Lake City and it is a wonderful country." (Laughter.)

So I am glad that we editors do meet occasionally at some central point where we can brush away our idiosyncrasies and polish up our narrowness and peculiarities, and be more and more cosmopolitan and more American.

Now, the eloquent Governor who has just addressed us, poses in various characters, I learn. I have heard of him for a long time. Why, I heard a few months ago that he was a granger. Now, I find he is an Indian, and we learn various things. He tells us about his forefathers of the Indian tribes and we are interested. We were interested when we thought he was a granger, because he was a peculiar granger, a granger favorable to reciprocity. I have the reputation, of being a peculiar man. I am the only fellow that lives in Minneapolis who is against reciprocity, so I am the biggest crank in the city, but I always like to meet a granger in favor of it.

We are going to have reciprocity, and then we are all going to join together and work for the fulfillment of Seward's prophesy, so that we shall have annexation of Canada, and Detroit will be then in the center geographically, with the north and south, just as Minneapolis is in the center east and west. You know that Mr. Seward was a man with vision and when he was speaking from the Capitol steps of St. Paul in 1860, in the first Lincoln campaign for the Presidency, he said he had looked this Continent over, had given serious thought and study to the question and decided as to where would be the ultimate seat of both commercial and political power upon the American Continent. He said he had looked to the south to the Isthmus and decided it would not be there. He had looked to the west to the Great American Desert, and had decided that the capital of this continent would not be there, he had looked to the north, the Canadian north, and decided ultimately that it would not be there, but he did decide that it would not be far from the point from which he was then speaking, upon the Capitol steps of St. Paul, and you all know that Minneapolis is only ten miles away. So we can look forward to the annexation of Canada, to the extending of the agricultural part of this country and the commercial part of this country as far north of the Canadian boundary as it now extends south to the Canadian boundary, we shall look forward to the time when Hudson Bay will be navigable and when we will find Winnipeg and Minneapolis as close to Liverpool as New York and Buffalo are today, in a transportation way. And so if we preambulate around this country and become more cosmopolitan than any other class of people; if we can bring to each other the peculiar claims of our own local environment and mix in one great caldron all the idiosyncrasies, and bring out of that a great and delicious soup the maxim America for America and for the ultimate development of America, we will do well.

Now, fellow citizens of Michigan, we are glad to receive your welcome and shake your hand. We are glad to find that you have honored the editors who have come to you , wherever they have come from, and that you are willing to receive us, whether we are common people or multi-millionaires, who have published newspapers until they have become just like ordinary bankers. (Applause).

The President—I am going to ask Mrs. Matt Parrott of Iowa, an honored life member of this association, to say just a word or two on behalf of the ladies of the association and let her express her appreciation of these addresses of welcome.

Mrs. Parrott—Mr. Chairman and Gentlemen and friends. A noted poetess of Michigan once said, "It is easy enough to look pleasant when the world flows along with a song, but the man worth while, is the man who can smile when everything goes dead wrong."

When President Baumgartner asked me if I would reply to the welcome here this morning I thought why certainly, that will be easy enough and I intended to immediately write an impromptu speech and have it ready. Then I thought perhaps I had better wait and hear the welcome before I made my reply; and since listening, to the magnitude of it, I feel that I hardly know what to say, and

the eloquence that I supposed I had seems to have gone "dead wrong." But I want to claim now an honor that is mine, of being born a Wolverine. (Applause). I am proud that the little city of Ypsilanti, just outside of Detroit's gates, sheltered my childhood, and I feel today that I come home to my mother's house, bringing my friends, the ladies of the N. E. A., to share in the good things she can supply. Yes, gentlemen, we will gladly accept of the brimming cup the Goddess of Hospitality offers, in the name of your fair city, and we shall long remember the pleasure we enjoyed in being the guests of Detroit. (Applause).

The President—Before the President's Annual Address, I will make a couple of announcements. One is that at this afternoon's session we shall hear from the Honorable Justice Sutherland of Canada, his address being moved forward on the programme, to meet his convenience, which we are very happy to do. That address will come this afternoon. Possibly one of the other addresses will go over, but probably not.

President Baumgartner then Delivered President's Address—See page 521).

The President—The next paper on the programme, or address, is on the subject of the Ethics of the New Advertising, by E. St. Elmo Lewis, President of the Association National Advertising Managers of Detroit, Michigan. Is Mr. Lewis present? Does anyone know anything about Mr. Lewis, whether he is in the city or not? I have not been able to find him, and it is probable that he is unable to be here this morning, but he will probably appear at a later session.

In the absence of Mr. Lewis, I will call for a report of the Committee on Reorganization. This is the most important business that will come before this convention, consideration and action upon this report. Owing to the fact that quite a number are here, who have taken membership under the proposed reorganization plan, in a tentative way, public spirited way, patriotic way, looking forward to having their status established, after reaching here, it is advisable that this report be acted upon at the earliest time that is consistent with conservative progress in these matters. I will now ask Past President Walter Williams, the Dean of the School of Journalism of the University of Missouri, who is chairman of the committee, to present his report.

Mr. Williams—This committee, through correspondence and through meeting at St. Louis, formulated a plan of organization, or reorganization, or progressive organization. This report, as setting forth the plan, was presented to the meeting of the executive committee, held later in the City of Chicago, and the executive committee, after some amendments of the plan, recommended it unanimously to this meeting for adoption. There are some amendments to the report, as printed in the little book, which you all have. These amendments are, with one or two exceptions, amendments of omission rather than amendments of commission. The plan as presented, has three fundamental principles. It seeks to accomplish three things, among other things. First, it seeks to so broaden the scope of this association, as to include in its active helpful membership, all persons in these United States who are interested in the profession of Journalism, in the broad sense. In other words, its first aim is the "open door." Secondly,having opened the door, it aims to give value received to each member of the association, in information, in education, in co-operation, in general helpfulness, whether he attends the asssociation convention and enjoys the delightful privilege of companionship with Col. Dymond, and other very gracious gentlemen who may happen to be present. And the third general principle of the organization, is having so opened the door, and having so arranged plans of information, education and co-operation, that will give value received, the third looks forward to such specialization at our meetings, and in our organization, as will permit those whose problems are close akin with each other to get the advantages out of such grouped meetings, in addition to the good that comes out of the common sessions which include all delegates. In other words, to sum it up, the general plan is broadening the scope of the association, to include all newspaper people in this country, giving full value received to the member at home, as well as to the delegate present; and third, concentrated specialization along the line of each particular problem of journalistic endeavor or effort.

Now then, this is the general object. The committee —I think I speak for them all, and certainly, for him who has the honor to act as its spokesman—has no pride of opinion as to the particular details of the plan. As to whether the prescription shall be given in capsule, or powder, or liquid, I am not always clear; but that the patient needs the perscription, whether it be given in liquid, or powder or capsule, whatever our differences may be as to questions or theories affecting our relations with our sister of the north, we may all agree that reciprocity is needed among American newspaper people. (Applause). That is the object of this plan.

Now, I am going to make this motion Mr. President with your permission—you thought you were not going to hear me speak, after you shunted me off this morning—and I have not got 12 children at my house (laughter), three is all I can support—and put Mr. Collins on to slop over in my stead.

A Member—He does not support any.

Mr. Williams—He does not support any; but I am before you, making this motion now, and then I may make another speech tomorrow in support of this plan of co-operation and organization. I am going to ask your permission to file this report, without reading this morning—I know that it is granted now, from looking into your faces—in order that it may come under the provision of the present Constitution, which provides that any amendment or change must lie over—is it lie? (Laughter)—may remain over a day, for consideration.

We admit this report, then, and on behalf of the committee, I move Mr. President that the report of the committee on reorganization, as presented today, with such amendments as may be offered by any member of the association, be made a special order for 9 o'clock tomorrow morning, or the first thing when the convention meets tomorrow morning. I make that motion, if you will allow me to discuss it just a second—two seconds—because there are some persons here, who are here on the faith of the adoption of this general plan. It is due to them, and it is due to this tremendously important subject, that we give it the right of way. If I were in the Senate of the United States—which, God forbid (laughter)—I admire these Michigan people, but I have not gotten down far enough to quit the newspaper, even to be Governor, which is a sort of degeneration (laughter) —in order to meet these people who come here upon the faith of this plan, we should consider it first, and we should take a definite step on this tremendously important question; and I am going to ask the Committee on Reorganization to meet in Room 308 in this Tavern, tonight at 8 o'clock to consider any further suggestions that may be offered, looking towards the improving and consideration of this particular plan. Now, Mr. President, I make my motion, and sit down.

(Motion supported in several places).

(Motion presented and carried unanimously).

The President—I will now entertain whatever motions, or whatever announcements, or whatever anyone wishes to say, or whatever business anyone wishes to bring before this convention. We have considerable time, and might have something attended to.

A Member—What about Committee on Credentials?

The President—I will appoint them at the close of this session.

Mr. Herbert—I would just say that I have a pape here from a former member of this association, who expected to be with us, Mr. Whittaker of Mass. He was formerly President of the Mass. Press Association, of the Suburban Press Association, and of the Boston Press Club. He is now in the service of the United States, in that great agricultural news gathering and promotional Department of Agriculture. He prepared a paper, and expected, up to the last moment, to be here to present it; he sends a letter of excuse, saying; "The chief of the Dairy Division was called away on business, and it became necessary for me to remain at home in his absence as acting chief." He is in the service of the Agricultural Department of the U. S. and has found it impossible to be here. I move that the paper be received and printed in the minutes. It is a very excellent paper, and every editor should read it.

Motion, supported, and carried unanimously.

(For address, "Newspapers and the Department of Agriculture," see page 536).

The President—Upon this afternoon's programme will be found in the schedule of addresses, "The Newspapers and the American Woman's League," by E. G. Lewis, the

founder of the League, of the St. Louis Star and Woman's Educational Daily. Mr. Lewis was recently in my state, and I met him and talked with him. I have watched his career with much interest. I consider him, in many respects, a phenomenal man. You all know of his troubles—most of you, some of you quite fully, and some of you only incidentally. I felt, in view of the fact that the American Woman's League was a subject of considerable interest in many communities of the country, and as we get, largely through the public prints, only one side of the Lewis story, the Woman's League story—I knew we were all devoted to fair play—that it would be interesting and instructive, and perhaps helpful, to have Mr. Lewis talk to us here about his enterprises, etc.; and I cousulted with the advisory board, and members of this association, and they approved of my inviting him here. He fully intended to be here, but as you know, his troubles are multiplying—he does not seem to regard them as troubles, but seems to enjoy them—I have his telegram to the effect that owing to the reasons indicated he finds it unwise as well as impossible to attend.

What will you do with this communication; will it go to the Resolution Committee?

Mr. Williams—I move it be referred to the Committee on Resolutions.

(Motion supported and carried unanimously).

The President—I made an arrangement with Mrs. Edith Kingman Kern of the American Penwomen's League, to speak to the association upon the subject of "The Comic Supplement." Subsequently she found she could not be here, and wrote me in time, I think, to strike it from the programme.

I think if Mrs. Hamilton were here at this time and would occupy the time until the close of this session, it might be convenient. Is Mrs. Hamilton here? Will you address us at this time?

(Not having her manuscript she did not respond).

The President—I shall announce the committees.

Committee on Credentials: Mr. Bell, Mr. Pierce, and Mr. Hodges.

On Resolutions: Mr. Gibbs, Father Herbert and Mr. Hale.

On Necrology: Past President Collins, Mr. Woodruff and Mr. Oswald.

There, apparently, is some misunderstanding among members present here, and ladies and gentlemen in attendence, as to these $2.00, annual dues. Col. Dymond asked me the question just now: "I have paid $5.00 dues, and $2.00 for my wife, now is it necessary, in the reorganization, to pay $2.00 additional." I do not think that the members present understand that in the reorganization, in addition to the $5.00 that each one pays, as convention fees, and $2.00 for those in attendance with a member, that he must pay the secretary $2.00 on the new reorganization, as membership fee. I do not believe it is understood.

Mr. Steel—It is $2.00 membership fee, which every member of the organization, present or not, pays to the secretary of the organization. The annual dues must be paid by every delegate who attends the convention, $5.00. If a delegate is accompanied by a lady or some other person, he must pay $2.00 additional, for each person, to the treasurer; so that the convention has $5.00, and the additional $2.00 is for additional persons present, and has to be paid to the treasurer, and the original $2.00 as a member of the association has to be paid to the secretary.

Mr. Pierce—I think if it were stated more plainly that the $2.00 was charged to a member, and the $5.00 is the convention fee, they would understand it more clearly. The $2.00 is really a charter membership fee, and the $5.00 is a convention fee. If we had those little books for everybody here, they could understand it.

The President—There are two classes of members. one consists of people who become members of the association; they are simply members of the association. Every newspaper man who has standing in the local association, is eligible to membership in this association—not a delegate. I am talking about members. We are trying to reorganize and give a permanent membership. That membership will cost $2.00 a year, and we hope to give you back value for that $2.00. That entitles you to come to this convention and to vote in these conventions, and have every privilege that a delegate has by paying the per capita tax of a delegate, of $5.00, but the delegates stand on a different basis. They are elected, and they are thereby obligated to attend this convention. They are chosen by their local association to represent it in this convention, and they come here and pay their per capita tax of $5.00, and pay $2.00 for the member accompanying them; and they pay in addition to that—everybody pays $2.00 a year membership fee. Is that clear? All the old members to come in under the new organization, pay $2.00. Is that clear?

Mr. Williams—I second the motion that we take a recess to 1:30 P. M. Motion carried.

(Adjournment).

July 18th, 1911, 2 P. M.

Meeting called to order.

Letters of regret, on account of inability to attend, were received from Executive Committee member of Kansas, Past President Tozier, and a letter from Mr. Wilmer Atkinson was received and under motion was referred to Postal Laws Committee.

Honorable R. F. Sutherland of Toronto, Canada, Judge of the High Court of Ontario, delivered his address on "Editors, Their Work and Influence and Our International Relations (See page 523).

Moved by Col. Dymond and supported, that a rising vote of thanks be given to Justice Sutherland. Motion seconded and carried by a unanimous rising vote.

Hon. John B. Stall delivered his address, "What of the Day?" (See page 528).

Adjournment taken to July 19th, at 9:30 A. M.

July 19th, 1911, 9:30 A. M.

Meeting called to order by President.

Appointed committees as follows:

Officers Reports: Schlosser of S. Dak., Jones of Ill., Beeson of Ind. ,

Treasurers report: Sherman of Mich., Hale of Conn., Higgins of New York.

Motion, supported and carried that meeting adjourn promptly at 12:30, to meet again at 8 P. M.

Mr. Collins requested all members to notify necrology committee of deaths within past year.

Mr. Williams then read Constitution and Bylaws in entirety, with amendments.

Afterwards read same section by section, and after discussion of several sections, and amendments were accepted by the committee, the following Constitution and Bylaws were adopted by the convention, upon motion duly supported, and carried unanimously:

CONSTITUTION.

Article I.—Name.

The name of this Association shall be the National Press Association of America.

Article II.—Object.

The object of the Association shall be to elevate the character and advance the interests of the profession of journalism and to promote the welfare of newspapermakers in the United States.

Article III.—Membership.

The membership of the Association shall consist of three classes of members, active, honorary, and corresponding, whose qualifications, terms of membership, rights and obligations shall be prescribed by the by-laws of the Association.

Article IV.—Officers.

Section 1. The officers of this Association shall be president, vice-president, secretary, treasurer, executive committee, and national council.

Section 2. The duties of the president and vice-president shall be such as usually devolve upon said officers. The president, in the case of a vacancy in the office of secretary or treasurer, shall have the authority to fill said vacancy by appointment until the next annual meeting of the Association. The president shall not be eligible to re-election.

Section 3. The sceretary shall keep the records of the proceedings of each session of the Association, of the national council, and of the executive committee, collect all dues and assessments, paying same to the treasurer at stated intervals, and perform such other duties as may be required of him by the executive committee, the national council, or the association. He shall give, subject to the approval of the executive committee, an adequate bond for the performance of the duties of his office, to be paid for by the association.

Section 4. The treasurer shall keep the funds of the Association and pay therefrom all duly authorized orders

drawn by the secretary and countersigned by the president. He shall give, subject to the approval of the executive committee, an adequate bond for the performance of the duties of his office, to be paid for by the association.

Section 5. The national council shall be composed of the president, vice-president, secretary, and treasurer, all past-presidents of the National Editorial Association of the United States, and all past-presidents of this Association, and one member from each state represented in this Association, to be chosen at the annual Association meeting.

Section 6. The executive committee shall consist of the president, secretary and treasurer, and six members, to be chosen by the national council annually from its membership.

Article V.—Meetings.

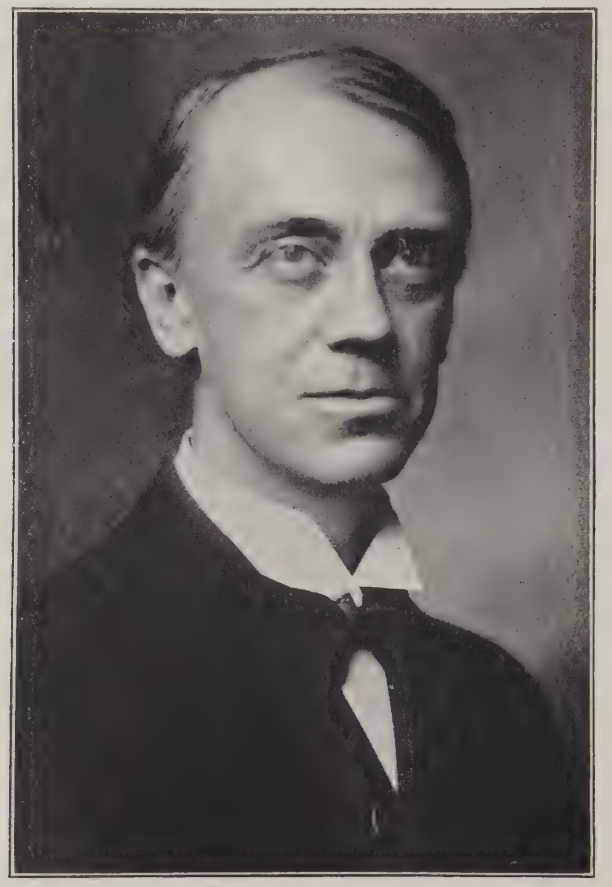
The annual meeting shall be held at such place as may be selected by the association, and in event of its failure to select, by the national council.

Article VI.—Quorum.

The members present shall constitute a quorum.

Article VII.—Amendments.

This constitution may be altered or amended at any regular meeting by a two-thirds vote of the members present, provided that all such alterations or amendments shall have been submitted in writing one day previous to such action.



Past President Walter Williams

BY-LAWS.

Article I.—Elections.

All officers of this association shall be elected by roll call of the states represented, a majority of all votes cast being necessary to an election.

Article II.—Membership.

Section 1. Any person who is an active member of any district, state or territorial press association or press club may become an active member of the association upon the payment of annual dues of $2.00.

Section 2. All active members attending the annual convention of the association shall be required to pay a convention fee, in addition to their annual dues. Such convention fee shall be determined and announced in advance by the national council, but shall in no case exceed $5.00. All active members attending the annual convention shall pay also a convention fee of $2.00 for each dependent member of his family accompanying him. No active member shall be permitted to participate in the convention or in any program connected with it without having first paid the convention fees.

Section 3. All past-presidents of the National Editorial Association and of this Association and all life members and honorary members of the National Editorial Association shall be active members of this Association for life and shall be entitled to all the privileges of active members upon the payment of current annual dues and, when in attendance upon the convention, upon the payment of the conventio fee.

Section 4. The annual dues shall be payable to the Secretary upon the first day of March of each year and the convention fee upon the fist day of the convention's annual meeting.

Section 5. Eminent journalists not residing in the United States may be elected by the national council or the Association to be corresponding members. The number of corresponding members shall at no time exceed fifty. Corresponding members shall be exempt from the payment of fees.

Section 6. Any person eminent in the service of journalism may be elected by the Association to honorary membership, but such election shall be for only one year unless renewed by a vote of the Association. Honorary members shall be exempt from the payment of fees.

Article III.—Votes.

All active members shall be entitled to attend and participate as delegates in the annual meetings of the Association. Each State may be represented by delegates appointed by the different Associations of the States or Territories or, if not thus elected, named by the member of the national council from such State or Territory, and they shall have the same power and authority as other active members and shall be required to pay the same dues as other active members. In casting the vote of a State or Territory upon any proposition upon which the roll of the States is asked by five (5) members, each State shall cast a vote equal to the number of accredited delegates from said State, but in no case to exceed one-twenty-fifth (1-25) of the total number of newspapers published in said State or major fraction thereof, as shown by the official newspaper directory for the current year. The delegates present and representing the State shall cast the vote of the State upon any disputed proposition in such manner as a majority of the delegates from the State may determine, though no unit rule shall be enforced.

Article IV.—National Council.

The national council, which shall meet at the call of the president, shall act for the Association when the Association is not in session. Its duties shall include the promotion of the professional spirit among journalists, the collection and publication of information of service or interest, securing the enactment of just legislation and opposing the enactment of unjust legislation directly affecting the press, the arrangement of programs for the regular meetings of the Association, the organization of Association departments and the appointment of chairman and secretary of such departments, and the promotion by all reasonable means of the interests of newspaper-makers in the United States.

Article V.—Executive Committee.

The executive committee, under the direction of the national council, shall make arrangements for the annual meetings of the Association.

Article VI.—Auditing Committee.

The president of the Association, upon the adoption of this constitution, shall appoint three active members of the Association as an auditing committee. One member of this committee shall be designated to serve one year, one two years, and one three years. At each annual meeting thereafter the president of the Association shall appoint one member of the auditing committee to serve three years; and also the president shall fill any vacancy, temporary or permanent, existing in the committee. No accounts against the Association shall be created or paid by the Association until authorized and approved by the auditing committee.

Article VII.—Salaries.

The secretary shall receive for his services four hundred dollars ($400.00) a year and the treasurer fifty dol-

lars ($50.00) a year, in addition to actual expenses incurred by them in behalf of the Association.

Article VIII.—Standing Committees.

Standing committees shall be appointed by the president on the first day of each annual meeting, as follows: On Credentials, seven members; on Resolutions, seven members; on Memorials to the Dead, seven members; on Officers' Reports, seven members. All resolutions shall be referred to the Committee on Resolutions without reading unless otherwise determined by two-thirds vote of the members present.

Article IX.—Rule of Order.

The discussion of partisan politics is prohibited at any meeting of the Association. Unless otherwise provided, Robers' Rules of Order shall govern in matters of parliamentary procedure.

Article X.—Discipline.

This Association may suspend or expel by a two-thirds vote of all the members present at any regular meeting any member flagrantly violating its rules or guilty of unbecoming conduct.

Article XI.—Departments.

A department shall consist of those members of the Association who are specially interested in the consideration of a particular phase of journalism. Each department shall be administered by a chairman and secretary, to be named by the national council, and such other officers as it shall deem necessary to conduct its affairs. Each department shall hold its annual meeting at the time of the annual convention of the Association, but may hold special meetings at such other times as may be called, upon its request, by the national council. Each department shall be limited to two sessions with formal programs at the time of the annual convention of the Association.

Article XII.—Council Election.

Members of the National Council shall be elected by the Association at its annual meeting from the active membership of State or Territorial associations upon the recommendation of the delegates present from the various states.

Article XIII.—Amendments.

These by-laws may be amended by a two-thirds vote of the members present at any regular or speciall meeting, provided that such amendment shall have been submitted in writing one day previous to such action.

After some discussion, upon motion of Mr. Oswald, duly supported, as follows: That a committee of five be appointed to recommend to this convention the names of members of the National Counsel to report at 8 o'clock this evening. The motion was carried unanimously.

Nominating committee appointed as foollows: Messrs. Glessner, Pierce, Miller, Moffet and Bell.

L. B. Palmer of New York delivered his address on Free Publicity. (See page 527).

A unanimous vote of thanks on motion of Past President Herbert, duly supported, was extended to Mr. Palmer for his valuable address.

Mr. Seth Brown delivered his address on "A Newspaper's Profits from National Advertising. (See page 531).

Thanks tendered Mr. Brown by Mr. Herbert and on his motion, duly seconded, by the convention in unanimous rising voote.

An adjournment was then taken to 8 P. M. to enable members to take trip on boat to Amherstburg and mouth of river.

July 19, 1911, 8 P. M.

Mr. Dowdell in the Chair.

Motion to proceed with regular order of business. (Supported and carried).

Mr. Bell presents report of Committee to recommend names for membership of National Council, and recommended the following names:

Alabama—W. E. Gresby, Watchman, Greenboro.
Arkansas—Erwin C. Funk, Democrat, Rogers.
California—F. W. Richardson, Gazette, Berkeley.
Colorado—George E. Hosmer, Ft. Morgan.
Connecticut—George C. Woodruff. Enquirer, Litchfield.
Illinois—A. W. Glessner, Gazette, Galena.
Indiana—W. S. Chambers, Democrat, New Castle.
Iowa—B. Murphy, The Eagle, Vinton.
Kansas—J. Byron Cain, News, Belle Plain..
Kentucky—Sam'l Roberts, Leader, Lexington.
Louisiana—Miss Florence Dymond, The Planter, New Orleans.
Maine—C. W. Robbins, Enterprise, Old Town.
Maryland—F. G. Usilton, News, Chesterton.
Mass.—E. H. Pierce, Journal, Revere.
Michigan—F. A. Sherman, Times, Port Huron, Mich.
Mississippi—R. H. Henry, Clarion, Jackson.
Missouri— O. D. Gray, Leader, Sturgeon.
Montana—James A. Metcalf, Review, Glendive.
Nebraska—W. G. Purcell, Chief, Broken Bow.
New York—John C. Oswald, American Printer, N. Y.
North Carolina—Mrs. W. C. Hammer, Courier, Ashboro.
Ohio—W. M. Miller, Blade, Portsmouth.
Oklahoma—Leslie Niblack, Leader, Tuthill.
Oregon—Albert Tozier, Pacific Farmer, Portland.
Pennsylvania—J. H. Trescher, Dispatch, Jeanette.
Rhode Island—W. B. Frost, Manufacturing Jeweler, Providence.
South Dakota—George Schlosser, Press, Sioux Falls.
Tennessee—John C. Rogers, State Gazette, Dyersburg.
Texas—Wm. H. Mays, Bulletin, Brownwood.
Utah—J. E. Diehl, Record, Monmouth.
Minnesota—W. R. Hodges, Sleepy Eye.
West Virginia—Allen B. Smith, Sentinel, Parkersburg.
Wisconsin—H. E. Cole, News, Baraboo.

I move the adoption of the report. (Supported and carried).

Congressman Henry A. Barnhart, of Indiana, delivered his address on "The Newspaper Man's Duty and Opportunity with Regard to National Legislation." (See page 531).

Rising vote of thanks was, on motion, tendered Mr. Barnhart.

E. St. Elmo Lewis delivered his address on "Ethics of New Advertising," and was given a unanimous rising vote of thanks. (See address, page 524).

S. H. Perry of Lansing, Michigan, delivered an address on "Penny Postage" and was given a rising vote of thanks, moved by Mr. Collins.

(Motion by Mr. Dowdell supported, that the last paper be referred to Resolution Committee, with instruction that it take some immediate action upon suggestions).

Put and carried.

(Motion by Mr. Collins that secretary send telegram of greeting tomorrow morning to Past President Cappeller).

Carried unanimously.

(Adjourned to July 20th, 1911 at 9 A. M.

July 20, 1911, 9 A. M.

Meeting called to order by President.

Report of Committee on Credentials received.

OFFICERS AND MEMBERS OF TWENTY-SIXTH ANNUAL CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION.

Report of Committee on Credentials.

Officers 1910-11.

President—J. P. Baumgartner, Register, Santa Ana, Calif.
First Vice-President—R. E. Dowdell, Advocate, Artesian, S. D.
Second Vice-President—A. D. Moffett, Daily Record, Elwood, Ind.
Third Vice-President—J. Byron Cain, News, Belle Plaine, Kan.
Corresponding Secretary, Wm. F. Parrott, Reporter, Waterloo, Iowa.
Recording Secretary—R. H. Walker, Democrat, Athens, Ala.
Treasurer—Will A. Steel, Cordova Daily Alaskan, Seattle, Wash.
Poet Laureate—W. E. Pabor, Review, Avon Park, Fla.
Flag Custodian—C. F. Lehmann, Herald, Halletsville, Tex.

Advisory Board.

A. W. Glessner Gazette, Galena, Illinois.
W. H. Mayes, Bulletin, Brownwood, Tex.
J. B. Castle, Argus, Sandwich, Ill.

PAST-PRESIDENTS.

First President—B. B. Herbert, National Printer-Journalist, Chicago, Ill. Elected February 19-21, 1885, at New Orleans, La.
Second President—C. H. Jones, Lockwood Press, New York, N. Y. Elected February 23-25, 1886, at Cincinnati, Ohio.

Third President—Governor A. B. White, Parkersburg, W. Va. Elected September 13-15, 1887, at Denver, Colo.
Fourth President—James R. Bettis, 215 S. Main Street, St. Louis, Mo. Elected November 21-23, 1888, at San Antonio, Tex.
Fifth President—Chas. A. Lee (Deceased.) Gazette and Chronicle, Pawtucket, R. I. Elected August 27-29, 1889, at Detroit, Mich.
Sixth President—E. W. Stephens, Herald, Columbia, Mo. Elected June 24-27, 1890, at Boston, Mass.
Seventh President—W. S. Cappeller, News, Mansfield, O. Elected June 14-17, 1891, at St. Paul, Minn.
Eighth Pressident—B. J. Price Star and Times, Hudson, Wis. Elected May 24-26, 1892, at San Francisco, Calif.
Ninth President—Walter Williams, Herald, Columbia, Mo. Elected May 16-20, 1893, at Chicago, Ill.
Tenth President—A. O. Bunnell, Advertiser, Dansville, N. Y. Elected July 2-6, 1894, at Asbury Park, N. J.
Eleventh President—R. H. Thomas (Deceased.) Farmers' Friend, Mechanicsburg, Pa. Elected January 22-26, 1896, at St. Augustine, Fla.
Twelfth President—Louis Holtman Jeffersonian, Shelbyville, Ind. Elected February, 1897, at Galveston, Tex.
Thirteenth President—Joseph B. Maccabe Argus, East Boston, Mass. Elected September 5-9, 1898, at Denver, Colo.
Fourteenth President—R. H. Henry, Clarion Ledger, Jackson, Miss. Elected July 5-9, 1899, at Portland,Ore.
Fifteenth President—Matt Parrott (Deceased.) Reporter, Waterloo, Iowa. Elected March 1-3, 1900, at New Orleans, La.
Sixteenth President—F. B. Baillio, Review, Cleburne, Tex. Succeeded to Presidency upon death of Mr. Parrott.
Seventeenth President—Albert Tozier, Pacific Farmer, Portland, Oregon. Elected June 10-15, 1901, at Buffalo, N. Y.
Eigthteenth President—Garry A. Willard, Herald, Boonville, N. Y. Elected April 15-18, 1902, at Hot Springs, Ark.
Nineteenth President—P. V. Collins, Agriculturist, Miinneapolis, Minn. Elected July 7-10, 1903, at Omaha, Neb.
Twentieth President—W. W. Screws, Advertiser, Montgomery, Ala. Elected May 16-19, 1904, at St. Louis, Mo.
Twenty-first President—John Dymond, Sugar Planter, New Orleans, La. Elected June 7-9, 1905, at Guthrie, Okla.
Twenty-second President—John E. Junkin, Bulletin, Sterling, Kan. Elected June 13-15, 1906, at Indianapolis, Ind.
Twenty-third President—H. B. Varner, Dispatch, Lexington, N. C. Elected June 10-14, 1907, at Norfolk, Va.
Twenty-fourth President—Will H. Mayes, Bulletin, Brownwood, Texas. Elected August 17-22, 1908, at St. Paul, Minn.
Twenty-fifth President—A. N. Pomeroy, Franklin Repository, Chambersburg, Pa. Elected July 19-24, 1909, at Seattle, Wash.
Twenty-sixth President (now officiating)—J. P. Baumgartner, Register, Santa Ana, Cal. Elected February 10-12, 1910, at New Orleans La.

Honorary Life Members.

Mrs. Matt Parrott, Waterloo, Iowa.
Mr. James G. Gibbs, Norwalk, Ohio.
Mr. J. M. Page, Jerseyville, Ill.
Mr. R. M. White, Mexico, Mo.
Mr. H. C. Page (Deceased) Bayonne, N. J.
Mr. Frank R. Gilson (Deceased) Benton Harbor, Mich.
Mr. W. E. Pabor, Avon Park, Fla.
Mr. Wm. H. H. Judson, Bessemer, Ala.
Hon. Wm. A. Ashbrook, Johnstown, O.
Mrs. J. Irving Steel, Mechanicsburg, Pa.
Mr. J.W. Cockrum, Oakland City, Ind.
Mr. Will A. Steel, Seattle, Wash.

LIST OF DELEGATES ATTENDING THE DETROIT CONVENTION, July 17, 18, 19 and 20, 1911.

A star (*) preceding the name of delegate indicates that he is accompanied by his wife or other person.
Two stars (**) indicate two persons, etc.

Alabama Press Association—Recordiing Secretary R. H. Walker, Democrat, Athens.
Arkansas Press Association—*Ex.Com. Erwin C. Funk, Democrat, Rogers.
California Southern Press Association—*Pres. and Ex.-Com. J. P. Baumgartner, Register, Santa Ana.
Colorado Press Association—Ex.-Com. Geo. E. Hosmer, Herald, Fort Morgan; *Guy U. Hardy, Record, Canon City; W. C. Calhuon, Rocky Mountain Gazette, Denver.
Connecticut State Association—Ex.-Com. Geo. C. Woodruff, Enquirer, Litchfield.
Illinois Press Association—Past-President B. B. Herbert, National Printer-Journalist,Chicago; Ex.-Com. J. B.Castle, Argus, Sandwich; Mrs. S. B. Merritt, Local, Lostant; E. M. Garlick, Times-Review, Hopedale; Jas. A. Wood, Chicago Press Club, Chicago; *Hal W. Trovillion, the News, Herrin; Seth Brown, Standard Advertiser, Chicago; G. W. Hughes, Register, Clinton.
Illinois Woman's Press Association—Ex.-Com. Caroline A. Huling, The Bookseller, Chicago; Addie Farrar Andre, Daily News, Chicago; Mrs. Ogden W. Dean, Chicago.
Illinois Republican Association—Ex.-Com. W. L. Jones, Journal, Lebanon.
Chicago Press League—Ex.-Com. Mrs. Rose L. Colby, New World, Chicago.
Inland Daily Press Association—Ex.-Com. A. W. Glessner, Gazette, Galena, Ill. *Albert L. Hall, Courier, Elgin, Ill.; Stuart H. Perry, Telegram, Adrian, Mich.; H. J. Clark, Daily Leader, Pontiac, Mich.
Indiana Republican Editorial Association—*Ex.-Com. W. H. Craig, Ledger, Noblesville; *Honorary Life Member, J. W. Cockrum, Journal, Oakland City; *W. H. Elliott, Courier, New Castle; Ed. T. Staley, Advocate, Tipton; **J. A. Kautz, Tribune, Kokomo; Miss Hedwig Bott, Journal, Tell City.
Indiana Democratic Editorial Association—**Second Vice-Pres. A. D. Moffett, Daily Record, Elwood; Royal Purcell, Western Sun, Vincennes; *J. H. Heller, Democrat, Decatur; W. S. Chambers, Democrat, New Castle; Paul Poynter, Daily Times, Sullivan; Hon. Henry A. Barnhardt, Sentinel, Rochester.
Indiana Northern Editorial Associatiion—Ex.-Com. W. E. Beeson, Journal, Winchester; John B. Stoll, Times, South Bend.
Indiana Southern Press Association—Ex.-Com. W. W. Atkins, Star, Franklin.
Iowa State Editorial Association—**Cor. Secretary, Will F. Parrott, Reporter, Waterloo; Life Member, Mrs. Matt Parrott, Waterloo; Ex.-Com. Ed. F. Madary, Democrat, Waukon; *Mrs. L. S. Noble, Capital, Des Moines; W. T. Gilmore, Advertiser, Tipton; Mildred M. Marquette, Messenger, Fort Dodge; *Chas. McLean, Times-Journal, Dubuque; Mrs. L. W. Gowen, Conservative, Independence.
Iowa Southern Association—Ex.-Com. C. M. Junkin, Ledger, Fairfield.
Iowa Upper Des Moines Association—J. W. Hinchon, Courier, Algora.
Iowa Northeast Association—Ex.-Com. Harry J. Green, Public Opinion, Decorah; *I. W. Brunt, Journal, Decorah; B. Murphy, Eagle, Vinton.
Kansas State Editorial Association—Third Vice-Pres. J. Byron Cain, News, Belle Plaine; Ex.-Com. Sheridan Ploughe, Independent. Hutchinson; John C. Nicholson, Evening Republican, Newton; *W. M. Glenn, Republican, Tribune.
Louisiana Press Association—Past-President John Dymond, Planter, New Orleans; Ex-Com. Miss Florence Dymond, Planter, New Orleans.
Massachusetts Press Association—Ex.-Com. Joe Mitchell Chapple, National Magazine, Boston.
Michigan Press Association—*Ex.-Com. L. A. Sherman, Daily Times, Port Huron; C. C. Vaughan, Republican, St. Johns; Jos. Greusel, Detroit; Wm. B. Hatch, Press, Ypsilanti; *E. W. Moore, News-Palladium, Benton Harbor.
Minnesota State Editorial Association—Past-President P. V. Collins, Northwestern Agriculturist, Minneapolis; Irving Todd, Gazette, Hastings.
Minnesota Home Print Association—Ex.-Com. W. R. Hodges, Herald, Sleepy Eye.
Mississippi Press Association—Ex.-Com. J. A. Richardson, Tocsin, Indianola; F. P. Cashman, Evening Post, Vicksburg; *Jas. Faulk, Leakesville.
Missouri State Press Association—Past-President Walter Williams, University of Missouri, Columbia; Ex.-Com. Omar D. Gray, Leader, Sturgeon; Ovid Bell, Gazette,

Fulton; H. S. Sturgis, Times, Neosho; *E. N. Meador, Republican, Cassville; John G. Miller, Democrat News, Marshall; Roscoe Pool, Courier, Centralia; E. L. Purcell, Democrat-News, Fredericktown.

Missouri Northeast Press Association—Ex.-Com. John W. Jacks, Montgomery.

Montana State Press Association—Ex.-Com. J. D. Metcalf, Review, Glendive.

Nebraska State Press Association—W. G. Purcell, Chief, Broken Bow.

New England Suburban Press Association—*Ex.-Com. Ernest H. Pierce, Journal, Revere, Mass.; *H. B. Hale Gazette, East Hartford, Conn.

New York State Press Association—Ex.-Com. John P. Herrick, Breeze, Bolivar; John Clyde Oswald, American Printer, New York; *Luke McHenry, N. Y. Times, Chittenango; E. A. Higgins, Advertiser, Elmira; *Chas. C. Overton, Brooklyn Journal, Coney Island; *Willet F. Cook, Courier, Canajoharie.

North Carolina Press Association—W. B. Harker, The Scottish Chief, Maxton.

Ohio Buckeye Press Association—Honorary Life Member, Jas. G. Gibbs, Norwalk; *Ex.-Com. J. H. Simms, Tribune, East Liverpool; *C. C. Fowler, Dispatch, Canfield; C. B. Unger, Herald, Eaton.

Ohio Associated Dailies—Past-President W. S. Cappeller, Daily News, Mansfield; Ex.-Com. H. D. Campbell, Republican-Gazette, Lima; *J. O. Amos, Daily News, Sidney; *W. M. Miller, Daily Blade, Portsmouth; John T. Bourke, Leader, Cleveland; Col. F. M. Ritezel, Chronicle, Warren; I. N. Hemminger, Republican, Findlay.

Pennsylvania Editorial Association—**Past-President A. Nevin Pomeroy, Repository, Chambersburg; J. H. Trescher, Dispatch, Jeannette.

Rhode Island Press Club—*Ex.-Com. Walter B. Frost, Manufacturing Jeweler, Providence.

South Dakota State Press Association—*First Vice-President and Ex.-Com. R. E. Dowdell, Advocate, Artesian; J. W. Parmley, Tribune, Ipswich; *W. C. Lusk, Dakotian, Yankton; Mrs. L. R. Eastwood, Herald, Watertown; Geo. Schlosser, Daily Press, Sioux Falls.

Tennessee State Press Association—John C. Rogers, State Gazette, Dyersburg.

Washington State Press Association—Treasurer and Ex.-Com. Will A. Steel, Cordova Daily Alaskan, Seattle.

West Virginia Editorial Association—*Past-President Gov. A. B. White, Parkersburg.

Washington, D. C., League of American Pen Women—Mrs. Anna S. Hamilton, Bulleton-Journal, Breckenridge, Colo.; E. Cora Du Puy, Sunday News, Detroit;

Recapitulation.

Associations represented	41
Officers present	7
Past-Presidents prsent	7
Ex.-Committemen and Delegates	100
Total voting strength or Convention	114
Ladies in attendance	39
Total membership of Convention	153

President Geo. A. Hubbell, Ph.D., of the Lincoln Memorial University, delivered his address on "Education by Press and School in the Cumberland Mountains. (See page 537). He was accorded a unanimous vote of thanks.

Mr. Lehman of Buffalo, Mr. Parish of Omaha, Mr. Wm. T. Danby of Richmond and Mr. Overton of New York, spoke in favor of their respective cities, the claims of each city were accompanied with invitations and view books, inviting Convention of 1912.

An invitation, by letter, signed by the President and Secretary, was presented from the Board of Trade of Jacksonville, Fla.

(Motion made and withdrawn, in relation to taking vote of convention on this subject).

Mr. Frank Y. Norris then addressed convention on the subject of "Cost Finding." (See page 534 for address).

On motion of Past President B. B. Herbert, duly supported, a unanimous rising vote of thanks was tendered Mr. Norris.

The Treasurer made his report as follows:

TREASURER'S REPORT

Detroit, July 20, 1911.

Will A. Steel, Treasurer, respectfully submits the following report of moneys received and expended upon authorization of the National Editorial Association.

Receipts.

Amount in Treasury, after payment of bills authorized at Seattle Convention	$ 370.25
Total amount received from delegaates and ladies at New Orleans Convention	1412.50
Total in Treasurey at conclusion of New Orleans Convention	1,782.75
Amount since received from W. F. Parrott, Secretary, $98.10 for charter members and $150.00 rebate on account of Panama excursion, making total of	248.10
Total amount in Treasury for payment of bills authoriized by New Orleans Convention	2,030.85

Expenditures.

Bills for salaries, incidental, expenses, printing and painting portrait authorized by the New Orleans Convention, were paid by the Treasurer as follows:

W. F. Parrott, Cor. Secy., Salary	$400.00
W. F. Parrott, Cor. Secy., postage, telegrams	375.45
Expense of printing programs, letters, postage, etc., by President Pomeroy	65.14
R. H. Walker, Rec. Secy., salary and expenses	140.00
Will A. Steel, Treasurer, salary, printing, postage, stenographer	176.00
Credentials Committee, printing and typewriting	31.00
B. B. Herbert, for publishing proceedings of the New Orleans Meeting in the National Printer-Journalist, and printing 500 copies in book form, postage and mailing	500.00
Miss Grace E. McKinstry, painting portrait of Hon. B. B. Herbert, and expense connected therewith	348.10
Totaal amount paid out	$2,035.69
Balance due Treasurer	$4.84
Amount appropriated for testimonial for A. N. Pomeroy, ex-president	100.00
Total indebtedness of Association	$104.84

Receipts at Detroit Convention. .

Moneys received at the Detroit Convention:		
From 114 Delegates, less 26 members of Executive Committee, who are exempt from payment of dues by reason of having attended the Chicago meeting of the Executive Committee, making 88 delegates who paid the per capita tax of $5.00	$440.00	
From 39 persons accompanying delegates, at $2.00 each	78.00	
		$518.00
Collected by W. F. Parrott, Secretary, and not yet turned over to the Treasurer, the dues from 238 charter members, at $2.00		$476.00
Total amount available		994.00
Less amount treasury overdrawn		4.84
Making available for the payment of obligations the sum of		$989.16

(Report received and placed on file).

The Committee on Necrology made the following report:

REPORT OF COMMITTEE ON NECROLOGY.

The Committee on Necrology reports that it has been unable to secure during the progress of this convention complete reports of all the former members of the National Editorial Association who have died since our last meeting. The committee asks leave, therefore, to keep the list open for further additions to be reported to the official organ of this Association, and urgently requests all delegates to see to it that the names with short biographical sketches of any former members of the National Editorial Association who have died since our last meeting, are forwarded directly to the National Printer-Journalist immediately upon their return home. This is due to our respect for the memory of those friends and fellow editors whose services in previous conventions have contributed much to the prosperity of the National Editorial Association and to the dignity and usefulness of American journalism.

We record with sincere sorrow the deaths of the following named editors whose services for and in behalf of our Association have been notable:

Beverly S. Lake, Editor of the Real Estate and Rental Guide, Providence, Rhode Island.

W. J. Pollard, Editor of Seneca Falls, N. N., Courier-Journal.

John J. Julian, Editor of the Post, Salisbury, N. C.

C. E. F. Miller, Editor of Dresden Transcript, and at various times of several Ohio newspapers. Died at Zanesville, Ohio.

Forrest L. McKenzie, Editor of Tri-County Weekly of Tallassee, Alabama.

John Underhill, Editor of Wyoming County Democrat, Warsaw, N. Y.

Charles L. Bittinger, Editor of the Ocala Star, Ocala, Florida, and for many years Florida member of the executive committee of the National Editorial Association.

On behalf of the entire membership of not only this convention but of former conventions, where the voices of our departed brothers were ever in harmony with the best interests of the Association, we express sincerest sorrow for their loss, and brotherly sympathy with their near and dear bereaved families and friends.

We know not which of us, like them, shall have the final "30" written upon our earthly lives ere the next session of this Association and in the recollection of their former activities, their ambitions, their successes, their mistakes and failures, their example, let us pause for a moment in silent and solemn contemplation of the thought that we are imprinting upon the pages of our lives, daily editions of the history of our characters and our life-work. And let that thought blot out our foibles, our pettiness, and inspire us with a renewed realization of the influence and dignity of our tasks.

"It is for us the living to be here consecrated" in the presence of the memory that "it is not all of life to live nor all of death to die," for the volumes of our lives as truly as the volumes of our publications will be bound and preserved to guide future generations.

Let us therefore rise and stand for a moment in solemn and silent tribute to the lives of our brothers which teach us that ere our "30" be written may yet "make our lives sublime."

P. V. COLLINS.
JOHN CLYDE OSWALD,
Committee.

(As a mark of respect, Convention arose and remained standing for a few minutes).

Tribute by W. E. Pabor to Mr. Bettinger, or Florida, was offered by Mr. Herbert, and on motion ordered to be printed in the minutes of the proceedings.

CHARLES L. BITTINGER DECEASED

Mr. Charles L. Bittinger has been one of the most active members of the National Editorial Association. He had acted for a decade of years and more as Florida's member of the Executive Committee, and was, up to and including the convention at Seattle, Washington, in 1909, always in attendance. He was modest and quiet, but ever earnest and companionable. He held highest ideals of the profession and was loyal to duty and principle. He had been editor of the Ocala, Florida, Star, a model home weekly paper, since 1897. He died at his home in Ocala at 5:30 P. M., on Wednesday, May 31st, of this year. The Jacksonville Times issue of June 1st, gave the following brief review of his active and useful life:

Mr. Bittinger was born in Pennsylvania sixty-eight years ago. He served in a Pennsylvania regiment during the war between the states, and won his way to the rank of lieutenant-colonel. He was taken prisoner during the fighting around the defenses of Wilmington, N. C., and was for several months at Florence, S. C., and it is a high tribute to his geniality that he made friends with his guards, thereby lessening the rigors of imprisonment for himself and his comrades.

In the early eighties Mr. Bittinger came to Florida and settled in the southern part of Marion County, where he first farmed and then taught school. In 1884 he accepted a position with the Ocala Banner, and in the political campaign of that year he took an active part.

Mr. Bittinger continued with the Banner until the latter part of 1896, when he resigned and went to Asheville, N. C., where he took a position as managing editor of a weekly paper. In 1897 Rev. J. C. Porter established the Ocala Weekly Star, and, knowing Mr. Bittinger's ability, offered him a position on it, which he returned from Asheville to fill. Soon after he bought a half interest in the Star, and has been with it ever since, its large country circulation being mostly his work.

Of late years he left the business management of the paper almost entirely to his partner, R. R. Carroll, but was indefatigable in his editorial work until his last sickness. Mr. Bittinger was not a member of any church, though he generally attended Episcopalian worship. He belonged to the Odd Fellows, the Woodmen, and the Fraternal Union of America, and had held the highest honor in the third degree of the first named order.

He leaves a wife and daughter, Miss Adele.

It is worthy of note that the issue of the Evening Star on the day of his death was the last issue of its seventeenth volume, and that its editor's life was ebbing as the press was printing the last sheets of the edition.

A reader of the Star, who, though he never had known Mr. Bettinger personally, contributed the following significant tribute to the man, his life, and character, as revealed in his work:

The loss of Charles L. Bittinger of the Ocala Star from the editorial ranks of Florida will be keenly felt and sincerely lamented not only by those who were fortunate enough to know him personally, but those also who, like the present writer, knew him only through the columns of the paper he so ably conducted. We never had the good fortune to clasp his hand nor to look into his face, but we sometimes think that more of an editor's personality is revealed through the medium of his pen than in any other way, and with this aspect of his individuality we were well acquainted, and our esteem was as wide as our knowledge.

Those who knew the man say of him what we can well believe, that he drew to himself by his magnetic personality those whom he held as friends of a lifetime by the sterling qualities of head and heart.

The manner of his pasing away was typical of the rounding out of his life's work, for he died during the closing hours of the last day of the month, as the last copies of the concluding number of a volume of his paper were dropping from the press.

To his loved ones into whose lives has come this great bereavement the writer tenders the sympathy of a stranger who loves the profession which he adorned.

IN MEMORIAM.

C. L. Bittinger, Florida.
(May 31, 1911.)

"Our birth is but a sleep," wrote one;
And one, "Our waking comes when death
Relieves us of our mortal breath
And the true life is just begun."

But these may fancies be; and yet
There may be truth when poets sing,
And out of realms Elysian bring
Sweet memories we might forget

Of other life and other love
In the vast silences of spheres
Until the soul its summons hears
That bids it leave its home above.

To enter earthly life, alas!
To meet the warder at the gate
Of birth, where joy and sorrow wait
To smile or weep on those who pass!

And so he came, to whom today
We offer tribute, touched with tears
Because of all the many years
We met as brothers, grave or gay!

And since he went, as all must go,
We know that here his ready pen
Was used in the behalf of men
In loving language here below.

Upon his life there rests no stain.
On every page, from sun to sun,

His record tells of good deeds done
To lessen human grief and pain.

If there is life elsewhere, we know
He carried thither as he passed,
The sunshine that, while here, he cast
On those he knew and loved below.

But we shall miss his presence here;
His kindly smile, his loving grasp
Of hands when his and ours did clasp;
His words of comfort and of cheer.

To those who with him walked life's way
But walk no more, all words are weak
With which our sympathy we speak,
Whose loss we mourn with them today.

His chair is vacant and his voice
Their hearts to cheer, is heard no more;
No echo comes from yonder shore
Of words to make our hearts rejoice.

But faith should triumph over fears!
Perchance through gates of death we go
To fairer lands than earth can show,
That bloom in love's celestial spheres.

* * * * * *

Oh thou Unknown, Unknowable,
Whom we beseech with bated breath;
If death be life and life be death
Make us to feel that all is well!

That those we loved, who've passed away
Are with us still, although unseen;
And on this staff of hope we'll lean
And through death's night, we reach life's day.

W. E. PABOR.

(The Committee offered report on Treasurer's account, by Mr. Sherman, chairman).

AUDITING COMMITTEE REPORT.

Your committee on treasurer's acounts and audit have received accounts as follows, which upon careful examination we find correct:

President Baumgartner—Expense		88.40
Secretary Parrott—Expense		489.38
Secretary Walker—Expense		55.50
Treasurer Steele—Expense		67.35
Printing List of Delegates		17.50
Total		718.13
Salary—Parrott	400	
—Walker	100	
—Steele	100	
	600	
Balance in treasury		989.16
Expense account		718.13
		271.03

Your committee recommend that the accounts for expenses be ordered paid. There not being a sufficient balance in the treasury to pay the salaries due, your committee make no recommendation in regard thereto.

Detroit, July 20, 1911.

L. A. SHERMAN,
E. A. HIGGINS,
H. B. HALE,
Auditing Committee.

Upon motion of Mr. Sherman, duly supported, moved that the expenses be allowed as recommended, and ordered paid, and the motion was duly put and carried.

(Moved that the further consideration of the financial situation be referred to the Auditing Committee created by the New Constitution, with power to act).

(Supported and duly carried).

(Mr. Pomeroy then offered resolution in regard to Penny Postage Bill, appointing Mr. Perry to act).

REFERRED TO NATIONAL COUNCIL.

Whereas, Legislation inimical to the welfare and perpetuity of publications of the Second Class is proposed to and being considered by the Congress of the United States, be it by the National Press Association

Resolved, That we look with disfavor on such proposed legislation and upon any rulings of the Postmaster General tending to curtail the usefulness of the press; and that our position may be made known and fully set forth, Mr. Stuart H. Perry of Adrian, Michigan, is hereby appointed the accredited representative of the Association for the purpose of preparing a brief and argument and presenting the same to the proper officials on legislative committees.

(Adopted unanimously).

(Recess then taken to 2:30)

July 20th, 1911, 3 P. M.

Meeting called to order by President.

Auditing Committee appointed as follows:

Mr. Glessner of Ill., Mr. Bell of Missouri, Mr. Pierce of Mass.

Adoption of report of Auditing Committee moved by Mr. Bell (supported).

(Motion put and carried).

Election of officers proceeded with.

Mr. Schlosser nominated Mr. Dowdell and presented the following resolutions from South Dakota Press Association:

Sioux Falls, S. D., July 14th, 1911.

To Hon. J. P. Baumgartner, Pres., and the members of the National Editorial Association in Annual Convention Assembled.

The South Dakota Press Association, now in midsummer meeting sends these greetings:

We compliment and most highly endorse the re-organization plan now being formulated, believing that it is possible, by proper effort on the part of those composing its charter members, to bring into membership every worthy publisher in the respective states, and we pledge you that South Dakota will be second to no state in the Union, in doing her full duty along that line.

President Dowdell

We desire to call your attention to House Bill No. 9449 introduced by Mr. Bell of Georgia, which seeks to so amend the interstate commerce act, so as to restore to publishers the right to make private contract between themselves and transportation companies, and urge that forceful resolutions on that subject be endorsed by you and placed in the hands of a legislative committee, which

we trust you will select, composed of men so just and honorable that no Senator or Representative will take offense at their importunities.

It is the unanimous desire of the members of this association, that our State delegation present to your body the name of Hon. R. E. Dowdell, a past president of this association, as a candidate for its presidency, and we are glad of this opportunity to express our sincere hope that he may be elected. We know his admirable, clean personal character, his courage in advocating moral issues, his devotion to justice and his standard as to fairness in public and private life..

His more than 30 years citizenship in our young commonwealth and his record as representative and senator, permits us to testify of his peculiar fitness for this high honor, and we urge our delegates to use their honest endeavors to secure his election, in the belief that his election will promote and extend the value and efficiency of the national association.

Most respectfully submitted,
CHAS. McCAFFREE,
J. D. REEVES,
FRED N. DUNHAM,
Committee on Resolutions.

Upon being supported by Col. Dymond, the Secretary was instructed to cast the ballot of the Convention for Mr. Dowdell, which he did, casting 114 votes, after the rules had been suspended upon motion of Mr. Herbert (supported) and duly carried by the Convention.

Mr. Dowdell thanked the Convention and spoke of the work to be accomplished by the reorganization.

Secretary proceeded with roll call for nomination of Vice-President.

Mr. A. D. Moffett was placed in nomination by member from Indiana, which was supported by Mr. Hodges.

Moved by Mr. Hodges that rules be suspended and

Vice-President Moffett

secrtary cast vote of convention for Mr. Moffet. (Supported and carried by unanimous vote).

The secretary cast vote of 114 for Mr. Moffett and he was declared elected.

Mr. Castle then placed in nomination for Secretary Mr. W. F. Parrott, and moved that secretary cast vote of convention for him. (Supported by Col. Dymond and carried by unanimous vote).

Vote cast by Secretary Walker and Mr. Parrott declared elected Secretary.

Upon motion Mr. W. R. Hodges was then nominated for Treasurer, and being supported, the secretary was instructed to cast the vote of convention for him, which was done, and he was then declared elected by the President.

The President—The Executive Committee has already been appointed by this Convention, and this concludes the election of officers.

Mr. Pomeroy—I move that the place of our next meeting be referred to the National Council (Supported).

Motion put and carried unanimously.

Mr. Miller then gave notice of an amendment to be presented at next annual meeting in relation to Article IV, Sec. 2: Provided that the Vice-president shall not be eligible to election to the office of president until after the expiration of one year.

Motion by Mr. Collins that the matter of Association button be referred to National Council, with power to act. (Supported). Motion put and carried unanimously.

(Pres. Dowdell occupies the Chair).

Past-President B. B. Herbert, from the Committee on Resolutions submitted the following report:

REPORT OF COMMITTEE ON RESOLUTIONS.

To the National Editorial Association, your Committee on Resolutions respectfully submits the following report:

By reason of the able, practical and inspiring addresses presented and the liberal courtesies extended, it is a cause for congratulation and a reason for especial, formal declaration, that the Twenty-Sixth Annual Convention of the National Editorial Association has been one of the most useful and enjoyable in the history of the organization.

The entire membership, no less than the delegates, have reason to be thankful to the able gentlemen who have, by carefully prepared papers and addresses, added to the professional literature of newspaper making, so much of valuable information, thought and inspiration.

It is something for all to consider and remember that without organization and the meeting in conventions for considering subjects pertaining to the calling, the newspaper makers of America would never have had the advantage of participating in these great and free contributions to both business and professional knowledge.

The broadening and uplifting sentiments and thoughts expressed in this year's papers and addresses, if applied, will prove worth thousands of dollars to every active, progressive newspaper publisher, and be of inestimable worth in giving higher standards of service, of public consideration, and in adding to permanent, broad and ever-increasing usefulness and beneficent influence.

Resolved—That we fully concur in the high ideals presented by the speakers and in the views given as to the obligations of the press to maintain strict integrity in both the reading and the advertising columns; to work for the betterment of young and old; to uphold good citizenship, and honest and efficient government.

That we favor with them the conserving and advancing of the people and the developing of stronger and better equipped men and women, as well as the conserving and developing of natural resources; and the maintaining of public and individual rights.

Resolved—That we endorse the great movement for national and world peace, recognizing that permanent and lasting peace among men and nations must be founded on right and justice and the securing and maintaining of the same for each and all.

Recognizing the fact that letters, known as first class postal matter, justly demand and require especial care, prompt and preferred service and attention, and an average of from 16 to 32 times the number of separate deliveries to the pound more than does second class matter, and are given special character and value by reason of the evident higher rate of postage:

Resolved—that we do not believe the existing rate of 2 cents is too high, and we deprecate the special efforts now being made by an organization, which is supported by contributions from large corporations and firms, to induce the postal authorities at Washington to recommend a penny postage.

Resolved that we believe it to be the duty of the individuals in charge of the great post office department of the government to devote their energies to its economical and efficient management, and not to spend time in laboring and talking for changes in rates of postage, which it is solely the prerogative of the people to fix, through their duly accredited representatives in the Congress of the United States.

We recognize as an abuse the numerous requests for free publication of alleged news matter containing hidden motives and artfully concealed advertising, the use of which by publishers in their columns tends to decrease the amount of legitimate advertising for which payment should be made;—

Resolved that the members of this organization be urged to lend their aid in the present anti-press agent

campaign, and to print in their news columns no matter offered for free publication until at least after a careful consideration of its source and motive.

Resolved that the Secretary be requested to draft a suitable form letter for the use of members in answering such requests.

Resolved that we accept with thanks the offer of the American Newspaper Publishers Association to mail bulletins on this subject to the members of this Association without charge, and we ask all of our members to comply with the request of the manager of the A. N. P. A., Mr. L. B. Palmer, World Building, New York City, to mail to him all free advertising requests with the envelopes in which received.

Resolved that we favor the bill introduced into the House of Congress by Hon. Thos. U. Bell, of Georgia, (H. R. 9449) to secure the right of free bona fide contracts to exchange advertising and transportation between the publishers of newspapers and the railroads of the country.

Whereas the National Editorial Association, in convention assembled, had hoped to have heard an address by Dr. H. W. Wiley on the "Duty and Opportunity of the Press with Respect to Public Health" as announced in our programme, and

Whereas the present attacks upon Dr. Wiley in Washington because of his splendid efforts in behalf of the conservation of the health of the American People have prevented his attendance here:

Therefore be it resolved that this association sincerely appreciates Dr. Wiley's great and successful work, and hopes that he will persist in it to the end, letting the opposition thereto come from what source it may.

Resolved further that the President of the United States and the Honorable James Wilson, Secretary of Agriculture, be requested to lend their aid to Dr. Wiley in this great work of suppressing fraudulent food stuffs in so far as to them may seem proper.

Resolved further that a copy of these resolutions be transmitted to the President and to the Secretary of Agriculture.

Resolved that our thanks are hereby tendered to all who have in any way contributed to our comfort and enjoyment during this convention; and especially

To Milton A. McRae, President of the Detroit Board of Commerce, under whose general direction all the arrangements for local entertainment were made and have been carried out; to Lucius E. Wilson, secretary of the Board of Commerce; to Milton Carmichael, secretary of the Detroit Convention and Tourists Bureau; and to these two organizations, which jointly furnished the cars for the automobile ride, the steamers for the river ride, and the badges; To Parke Davis & Co. for luncheon and a visit to their great establishment; To the managers of the Ponchartrain Hotel for the free use of their beautiful convention hall; To L. A. Sherman, of Port Huron, executive committeeman for Michigan, whose effective work in arranging for the Detroit Convention merits our approbation. To the Grand Trunk Railway Co., to the Canadian Government, and to Hon. W. J. White, of Ottawa, Can., the most efficient representative of the Canadian Government, for liberal courtesies extended to members of our association, affording a most pleasurable and instructive journey through the beautiful and historic sections of that magnificent country.

JAMES G. GIBBS,
B. B. HERBERT,
H. B. HALE.
Committee.

June 20, 1911.

Mr. Herbert moved the adoption of the report. (Supported).

Moved by member that all reference to exchange of advertising for railroad fares, be expunged from the report.

Supported by Mr. Collins.

Motion put by Chair, and lost.

The motion to adopt the report was then voted upon, and carried unanimously.

Moved by Mr. Herbert (Supported) that the matter of having Mr. Perry prepare resolutions, etc., in reference to postal matter, be referred to the National Council.

(Motion put and carried).

Mr. Collins then moved (Supported) that the report of the Convention be not published in book form, as heretofore.

(Motion put and carried).

Gov. White moved that the proceedings be published in the National Printer-Journalist on the same terms as heretofore. Carried.

Mr. Sherman—I move that the Treasurer be authorized to pay such percentage of the salaries as he may be able to from the funds on hand, and when further money is received by him, to pay the balance of salaries unpaid. (Supported).

Motion put and carried unanimously.

(After singing America, led by Gov. White, the 26th Annual Convention adjourned sine die).

Attest: J. P. BAUMGARTNER, President.
R. H. WALKER, Secretary.

PROGRESS OF ELGIN DAILY NEWS

Our friends, Messrs. Lowrie & Black of the Elgin *Daily News,* are rejoicing over the installation, on June 20th, of a mammoth new 16-page press, an illustration of which was given in the issue of that date which was printed thereon, demonstrating in the work its perfection. It has proved most gratifying to the editor of this paper to know of hundreds of readers of the NATIONAL PRINTER-JOURNALIST, who in the past two decades, in order to meet the demands of increasing circulation, have changed from the ordinary cylinder or two-revolution presses, running from 1,200 to 1,500 an hour to fast flatbed presses running 6,000 an hour, and at last to rotary and perfecting presses running 25,000 and more 16-page papers, complete, folded and counted, per hour. To keep up with the demands of newspapers and printing offices has taxed the ingenuity and resources of press builders. We are especially gratified to know through the testimony of satisfied subscribers and advertisers that the NATIONAL PRINTER-JOURNALIST has helped in this growth of the newspaper and printing business and in the making known the new presses to meet the increasing and broadening demand.

In speaking of the installing of the new press and the required stereotyping plant, the *News says*—and it is a good and interesting kind of talk for the readers of the paper—under the caption, "Modern Methods Throughout":

The new press and all the stereotyping machinery is driven by separate motors and gas is employed whereever heat is necessary. The entire process is done by machines which are wonderfully accurate and automatic in every respect.

The best advertisement any town can have is a thoroughly reliable and up to date newspaper. For more than thirty years it has been the policy of The Daily News to produce the best possible paper that the business warrants. In pursuance of this policy The Daily News has always purchased the latest devices for the rapid production of a mechanically perfect newspaper. When the wonderful type setting machine was invented The Daily News purchased two of the first machines sold by the Mergenthaler company. When the Duplex press was first invented The Daily News purchased one of the first machines made by that company, these machines being now sold in every part of the world. The latest installation of machinery puts The Daily News on a par with any other newsaper in the country, in so far as up to date equipment is concerned.

The large expenditure involved is conclusive proof that The Daily News has great faith in the future growth and prosperity of the city and also in the continued loyal support of patrons, who by their past liberal support have shown conclusively that they appreciate a clean, decent newspaper, absolutely independent and wholly free from the dictation of corporations or individuals, seeking personal or political aggrandizement.

Arthur Capper for Governor of Kansas

NEWSPAPER MEN FOR PUBLIC OFFICE—THE HEAD OF THE TOPEKA CAPITAL UNANIMOUSLY ENDORSED AND SUPPORTED BY THE STATE PRESS—LESSONS OF HIS CAREER.

OF late this paper has had occasion to quote, from highest authority, opinions, views, facts and reasons as to the value of the training and experience, secured by a newspaper-maker, in fitting him for public office. There is a closeness of touch with all men, all interests, institutions and social, business and governmental affairs that comes to every worthy, successful newspaper-maker. These afford thorough, intimate knowledge, clearness of view aand give broadness of sympathy and understanding. The independent, loyal, disinterested service required of the modern newspaper-maker also begets a habit of thought and action, backed by a practical experience, that accords with the knowledge and properly placed sympathies and carries the newspaper man, who becomes a public official, along to highest and most patient and persistent lines of endeavor for the public weal that have been the constant demand and highest ideals of his calling.

The readers of the NATIONAL PRINTER-JOURNALIST have been frequently informed of the signal and worthy succes attained by Mr. Arthur Capper of the Topeka, Kansas, *Capital,* in his chosen avocation, and of the work that he has done for his State and State press, and they will scarcely be surprised to know that upon the announcement of his name as candidate for Governor, the newspapers of Kansas have given his candidacy unanimous endorsement. This unanimity has been spoken of as something marvelous, but there was a reason, or many reasons, good and substantial.

We have very frequently dwelt on Mr. Capper's career not only in the pages of this paper but in public address as a model, an example and an inspiration to members of this noble calling that exists for the promotion of knowledge and all else that pertains to the welfare of the people; we did this with no idea that he would attain to anything higher or more useful than the conducting the publication that he, with his loyal associates, have carried to highest successes. However, we recognize the fact that his work and accomplishment have peculiarly fitted him for honor and service and for the promotion of efficiency in public administration and in all of the institutions of the State.

Notwithstanding that, within two years, we have given an extended review of Mr. Capper's career, we feel that the following, which appeared in the Kansas City *Journal,* though not altogether new, is worthy of repeating as again impressing upon newspaper men and printers, the possible things within reach in this, too frequently underestimated calling, as a career of promise, power and profit:

Thirty-two years ago, when Arthur Capper was thirteen years old, he made up his mind that he wanted to be a printer. He was living at that time in Garnett, his birthplace. Dr. George W. Cooper, owner, editor and proprietor of the Garnett *Journal,* was a noted newspaper man of that day. To him the thirteen-year-old boy applied for a place.

"What can you do?" asked Cooper.

"I can learn," replied Capper.

The doctor looked the slender stripling over somewhat dubiously, but told him to try. The foreman looked him over much as the doctor had done, but set him to work. His first lesson at the "case" he took from the vantage point of a cracker box, for he wasn't big enough of his own height to reach into the boxes. He made good on that first job, as he has made good ever since.

With the help of that cracker-box and the "case" Arthur Capper finished the high school course at Garnett in 1884. He determined to go to Topeka. He was nineteen years old. Immerdiately he went to the Topeka Daily *Capital* office, a paper which he now owns and for which he has refused $200,000.

Got Job in Topeka.

He hunted out the foreman and asked him for a job at setting type. It was Monday night. Liquor could then still be bought very readily in Topeka. Monday afternon had been pay day. As a result some of the printers were "celebrating." The foreman had hardly enough men on hand to get out the paper.

He looked at the slender nineteen-year-old who asked for a job. "Try you for tonight," he said, and the boy went to work. Again he made good.

Major J. K. Hudson was in command of the *Capital* at the time. Capper worked along until he was drawing a pay check of a little better than $20 a week for "sticking type." There were no Linotypes in those days.

The boy wanted to know something about the "local room" of a newspaper. He had originated a children's page on the Garnet *Journal* and had gathered some locals. So he walked in on Major Hudson one night and told him he wanted a job as reporter.

"Maybe I can give you a chance," said the Major. A month later he called Capper into his office and told him he could go to work the next day gathering locals in North Topeka.

"How much will you pay me?" asked Capper.

"We will start you at $10 a week," was the reply.

"I'll take it," was the conclusion of the interview.

Several years later, more ambitious than ever to know wider phases of newspaper work, he walked in on Major Hudson one night and said: "Major, I want to know something about New York newspaper work. I would like a six months' leave of absence to go to New York and get a job on one of the big newspapers there."

The major was fond of Capper and granted his request. Capper went to New York. It was the first time he had been east of Kansas City. But he got a job, and the first pop out of the box a city editor sent him out to "cover" a yacht race. Think of a Kansas-born boy who had never been east of Kansas City getting a yacht race to report! A kind-hearted reporter on a rival newspaper became his confidant, and the latter, like a scholar and a gentleman, helped him out of his predicament, and he got back with a good story. He made good and learned.

He kept buying stock in the *Capital* right along. The *Capital* was having rather hard sledding. It changed owners several times. John R. Mulvane, the well known Topeka banker, was interested in it; he had loaned money to some of the previous owners. Mulvane had been observing Capper closely. One day he sent for him.

"Capper," said Mulvane, "I would like to sell you the *Capital.* You can have it at almost your own terms."

Capper got together $5,000. That was what he paid in to start with. The price of the paper was $56,000. That was in 1896.

Today the Topeak Daily *Capital* is estimated as worth $250,000. The new building in which it is housed, one of the best newspaper homes in the west, cost $175,000. Capper today owns six publications.

There is something mighty likable about Capper. He

is just forty-five years old. No one dreamed when he asked for a job at the "case" on the Topeka *Capital* that some day he would be its owner. Across the short space of a quarter of a century he has wrung from life's opportunities a splendid success by hard work, courage, faith and manliness.

The following estimate of Mr. Capper, by the well known writer, Mr. J. E. House, in his relations to his employes, is well worthy of consideration and study.

Next to the mastery of his business, Mr. Capper's most marked attribute is the loyalty which he wins from his employes and the admiration in which they hold him. When a man reports to Capper for work he is assigned his task and put on honor to accomplish it. There is no

Arthur Capper, Topeka Capital

bossing, no show of authority. And rarely does he receive any specific instructions. Generally speaking, he is left to work out his salvation in his own way. If he fails Mr. Capper suggests a different method. If he makes good he is given an absolutely free hand and unlimited leeway. Capper never gives a direct order. The thing he desires done is put up to his employe in the form of a suggestion. The employe always is consulted and is pefectly free to state any objection he has to the plan. But if he can find no logical objection he comes to know, after he has been identified with the Capper forces for a few months, that Mr. Capper has given an order to have it done. The reprimands, which are a part of every big business take also the form of suggestions from Mr. Capper. Nowhere does he show the hand of authority. And the employe who does good work always is praised. The Boss is accessible to any employe around the *Capital* building. In a speech at one of his annual banquets to his helpers, two years ago, he stated that he personally desired to talk with any member of the *Capital* family, as the employes call it, who at any time felt that he had a grievance or had been discriminated against in any way. The least important person around the Capper building can take his trouble to the Boss and have it ironed out. The result of this system is that Capper has a working force that is absolutely loyal to him. There is bickering between department heads, as in every other big business, but there never is any feeling against or criticism of the Boss. To know that Mr. Capper wants a thing done is to set every person connected with his publications tugging to accomplish it.

Now we have nothing to do with the politics of Kansas or any other State, nor have any desire, if we had the opportunity, of becoming the partizan of any man for public office, and we honestly think that the successful conducting of a worthy newspaper holds as much honor and power and affords a field for vastly greater and more permanent usefulness than does the being the Governor of a State. No man can be made great by the holding of a public position, be it that of Governor or President. A man is great by reason of what he is, what he has made of himself, and what he worthily accomplishes, not by reason of the position or the wealth that he holds. Yet this country and every city and commonwealth thereof need practical, honest, efficient, true men to administer municipal, State, and National affairs. The success and very existence of free government, and the preservation of the institutions, the rights, safety, prosperity and well-being of the people are dependent thereon, and while there is no greatness or honor in holding official position, there are opportunities for noble service and for helping to make sure and worthy the institutions of a free people and of promoting good citizenship on which must rest good government, and a true man may well make worthy sacrifice. Kansas, as we believe, will be blessed in the election of Editor Arthur Capper as Governor as was Minnesota blessed in the election of a man of the great opposite party, the late Editor John A. Johnson, as Chief Executive of that State.

The Principles of Scientific Management

AMONG a number of books received from Harper & Brothers, Publishers, New York and London—all of which will receive proper review and notice at an early date—is a work with the above title, that is of especial value to newspaper makers and printers. The especial value to the members of these two important callings arises from the fact that, on account of the great diversity of work, numerous details and constant demands for special service to patrons, to the community and all the institutions and industries thereof, less attention has been given to system, cost and scientific management by the members of these than by those of most other callings. Outside demands are so varied and persistent that interior organization, systematizing, cost finding and real business engineering have been neglected.

Besides this, newspaper makers are so situated, through the very nature and relations of their calling, as to be impelled by duty and a regard for permanent success, to aid through information as to new plans and ideas, discoveries and inventions all lines of worthy effort, all other callngs and public service and institutions, as to find an added interest in the book by reason of the knowledge afforded that will enable intelligently pointing out causes of inefficiency, waste and loss in private enterprises and in public

service, and the remedies and the methods for greater efficiency and more economic accomplishment.

The book is by Frederick Winslow Taylor, M. E., Sc.D., Past-President of the American Society of Mechanical Engineers. We can well believe, as is stated, that "Mr. Taylor has been working on his system for thirty years." Every page shows that there has been thought followed by practical tests of theories and conclusions in every-day practice.

Scientific management as set forth and illustrated marks the birth of a new science that works for the conservation of human energies and powers and of all the forces under man's command and directs these to highest accomplishment with the least possible waste of energy. The remarkable results of scientific management given, without the explanations of the steps by which these are reached and the stories of accomplishment sometimes fourfold greater, with less expenditure of energy, than was previously thought possible, would be unbelievable. It is shown that scientific management, where intelligently applied, has wholly changed the relationship of employers and employes, producing greater wages for the employes in a gratifying proportion to the greater profit to the employers. Workers, with really less weariness than formerly, have so increased their producing efficiency as to receive from twenty to a hundred per cent higher wages, while the capital invested gave a like increase in profits. We cannot go fully into the subject without, in substance, reproducing the book which everyone should buy and read for oneself. The whole science is simple, clear and convincing—the truths thereof are so fully established as to leave no doubt at all in the mind of the reader and to at once suggest methods of practical application.

The book reveals the leaks, the foolish waste of energy and the losses coming through inefficiency and at the same time points the simple and effective remedy through intelligent natural uses of forces through scientific management. Collateral to this it shows that a material increase of the output and consequent increase in the wages of each man, instead, as has been falsely urged and believed, of throwing men out of work, increases the demand for employment, and opens opportunities for more workers at higher wages. It is shown that soldiering, in order not to work onself or his fellows out of a job, is unscientific, foolish and hurtful. The greater the profit in production through efficiency, the greater the demand for workers. There is no gain to any one in wasted time or wasted effort. Working below one's capacity wearies more than full, well-directed effort with commensurate results. Strength, joy, elasticity, and vitality come from great accomplishment through wise, systematic, energetic uses of mind and muscles; "taking it easy," soldiering or droning dwarfs mind, soul and body and makes daily tasks harder and more distasteful each succeeding day.

One of the great benefits of scientific management is shown to be that of creating practical, kindly, spirited co-operation between the actual hand-workers and those in charge of the business or the various departments thereof—the business manager, salesman, superintendents and foremen. Scientific management, as explained, gathers together the knowledge of the best workmen, "classifying, tabulating and reducing this knowledge to rules, laws and formulas" that are made perfectly clear and simple and immensely helpful to the workmen in doing their work." Conveniences are increased, unnecessary motions, exausting, continued strains eliminated, energies conserved; a science for each element of a man's work is developed; workmen are scientifically selected in accordance with their special endowments, tastes and abilities and are then trained, taught and developed, whereas under the old lack of system each blundered into a certain line of work and trained himself as best he could; the managers heartily co-operate with the men "to insure all of the work being done in accordance with the principles of the science that has been developed" and in a way to conserve the worker's movements, time, energies, physical forces and endurance and to keep up vitality and interest, and, as far as possible, there is secured an almost equal division of the work and responsibility between the management and workmen. All this is much simpler than it may seem. All that is required is a thorough study of the business and the planning, as far as possible, to use knowledge and brains instead of mere muscle or brute force.

Here is a simple illustration: Frank B. Gilberth became interested in the principles of scientific management and concluded to apply them to bricklaying, one of the oldest and simplest trades known to men and yet very important in that, economy and efficiency tends to reduce the cost of homes and stores and to lower the rates of rents, and, indirectly, the cost of all things sold in stores and the cost of living. The cheaper the cost of good buildings the more buildings will be constructed, and the more work there will be for the bricklayers and other workmen and the higher the wages, if the cost of building is largely lowered by the efficiency of the workmen. The people, and the merchants, will be able to occupy better homes and stores at lower rentals and the merchants having less rentals to pay can, to that extent, decrease the prices of their goods and to some extent increase sales. The people having less rent to pay can buy more goods, and the work of mills and factories will be increased and manufacturers will necessarily employ more work people. If the efficiency of these work people is in like manner increased, their wages will be higher. The same principles apply to all trades but the good results will be much greater where the cost is made up largely of the cost of labor. It is evident, then, that efficiency increases labor demand and the rate of wages, and helps to better living.

But to refer back to Mr. Gilberth and his bricklaying experiments, we quote from the book as follows:

"He developed the exact position which each of the feet of the bricklayer should occupy with relation to the wall, the mortar box and the pile of bricks, and so made it unnecessary to take a step or two toward the pile of bricks and back again each time the brick is laid. He studied the best height of the mortar box and brick pile, and then designed a scaffold with a table on it, so as to keep the brick, the mortar, the man and the wall in their proper relative positions. These scaffolds are adjusted as the wall grows in height." And he went on with his investigations as to selecting brick, placing them in the most convenient positions, the condition of the mortar, etc., substituting unskilled for skilled labor, at every possible point, until he reduced the movements of a bricklayer in laying a brick from eighteen to five, saved him the most straining and tiresome part of his work, that of bending his body to the level of his feet for each

brick and then raising himself up again with the hundred and fifty pounds of his bodily weight. The result was that the same bricklayer with much less fatigue, laid 375 bricks per hour as against 120 bricks by the old method. One man did the work formerly performed by three. He received better wages, the house-builder got his work done at a lower figure, and still the contractor made more money, and got more homes to build and both he and his men lived better, bought more goods and in this way contributed to the greater prosperity of the merchants and the manufacturers.

Scientific methods in printing have multiplied the amount of printing done many times, so that both the numbers of printers employed and the wages paid have been greatly increased. It is a good illustration of how efficiency and the reducing of cost increase demand, employment and wages, and, yet, one poor printer in Chicago, some eighteen years ago, when Linotypes were about to be introduced into the office where he was employed, committed suicide. He thought his occupation was gone. He was one of the old school who thought if he did too much work he was taking bread from his co-workers.

Thoughts on a Consolidation

THE Wakefield, Mass., *Citizen and Banner,* for many years published by W. H. Twombly and of late edited by Emma Florence Eaton, with C. W. Eaton as publisher, has been consolidated with the Wakefield *Daily Item,* Harris M. Dolbeare, editor and publisher. The *Item* was established by Fred W. Young in 1894 and was sold to Mr. Dolbeare in 1900, who, in speaking of the present consolidation says: "In assuming control of the Wakefield *Citizen and Banner,* it is not the intention nor the expectation of the present publisher to control a monopoly of the printing business in Wakefield. A paper having a record of over forty years has more or less advertising value even in the face of competition with a lively daily and and the opportunity having presented itself, the consolidation was perfected for the sole purpose of giving to Wakefield people a daily newspaper that we hope will be a credit both to the town and to the publisher. It is needless, of course, at this time for the publisher to express his gratitude to the large number of people who have patronized the newspaper and printing office."

A point is to be noted here and a useful lesson to newspaper publishers is to be learned from this consolidation. The point is, that the newspaper making has very largely changed in character in the past twenty years. Today, the publishing of a newspaper has come to be largely, purely a professional or business proposition, with the enlightenment of the people, the good of the community as well as of individuals, and public weal and service as ends always in view as objects to subserve.

Newspapers are not to be less lacking in principles, in honest opinions and beliefs, than formerly, but it is no longer an agency existing especially foor the propagation and exclusive advocacy of any particular fad, political creed of an individual or party, but must be independent and fearless, giving fairly and honestly all the news, all political views, theories and claims, of sufficient interest or importance to be classed as news, without prejudice, with honest comment thereon. A newspaper cannot longer be simply a personal or partizan organ. Neither of the papers to this consolidation was such, but this fact as to the character of a modern newspaper makes it possible for any enterprising, honest editor and publisher with proper ability, knowledge, industry and enterprise to satisfy all those interested in the reading the paper or advertising therein, regardless of political beliefs. It is also becoming more and more evident that a weekly, local paper cannot, as a rule, be published profitably in a small city in competition with a live up-to-date local daily. The people want their news wherever practical, every day. It is also becoming quite evident that one good, local daily can acceptably supply the local news demand, if properly conducted, in any city of from ten thousand to fifteen thousand population or under, and if there is one daily in a city of the population named, that is made the very best possible, sooner of later it is likely to drive out competition, or if there are two or more local dailies of equally high excellence, neither is likely to receive such returns as ought to be expected from the necessary investment, large expenditures and the hard, constant work, planning, diligence, watchfulness, ability, knowledge and untiring industry and enterprise required. Two or three papers in a place where there cannot be, in the very nature of things, on account of the limitations of population and business, proper support for more than one paper of the right kind, mean either loss—lack of adequate support—or else two or three poor papers where only one entirely excellent paper can profitably exist.

W. F. Parrott, Secretary National Press Association (See Page 562)

There is also always temptation to cut prices in a field where there are too many papers, so that not a fair compensation is received for services and the publishers are further impoverished by their own foolish strife.

There is also danger in a city where one paper has the field alone, of the publisher's depending on that fact and instead of appreciating his opportunity and being grateful therefor, the rather seeking to hold and reap from his advantages, with less effort and without doing full justice to his community. Such a course generally earns, brings and richly deserves competition. Mr. Dolbeare presents the right business principle and the right spirit and object in such a situation—the giving the people "a paper that will be a credit both to the town and to the publisher." It ought always to be kept up to a higher grade of excellence than would be possible with competition.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Department to Harry M. Basford, 516 Exchange Bldg., Denver, Colo.

THE kind of an impression that your advertising makes on the minds of the readers is what constitutes its value. If the impression is favorable and strong enough the ad that creates it may be called a good piece of publicity and will benefit your business; but if your advertising for any reason creates an unfavorable impression your business will suffer. Out in Kansas they have some good advertising ideas on this subject and the following from a blotter put out by the Telescope and Freeman at Belleville, illustrates the importance of impressions:

MAKE A GOOD IMPRESSION

A BUSINESS MAN is judged by the people with whom he corresponds, by the style of his stationery. That's natural. Every time you get a letter from a business man you "size him up"—picture him in your mind—by his stationery. Make a good impression. It costs you no more to have attractive, business-getting stationery than it does the cheaper kind. It's all in selecting the printer. We make a specialty of printing for particular people. Try us on that next order. WE ARE "THE" BOOK AND JOB PRINTERS.

THE TELESCOPE AND FREEMAN,
Belleville, Kansas.

First impressions are perhaps most valuable to all advertisers and the following on "First Impressions," taken from the house organ of the W. H. Kistler Stationery Co., at Denver, Colo., applies the general principle of the matter to the printing business:

We once knew a man who invariably demanded new money for any currency paid him by the bank, not because he was afraid of disease germs, but because he said new money was hard to spend—simply a mental process by which the appearance of the money gauged the value placed upon it by its possessor.

Take an ordinary printed or carelessly lithographed letterhead from your morning mail and compare it with one that has been carefully made from good paper, and the mental process that takes place in your own mind must confirm our statement, that your stationery should be of the standard that will represent your business satisfactorily.

The design, the work and the paper constitutes the factors necessary in manufacturng fit for the use of the modern business man.

The design, we evolve for you by any one of three processes, lithography, steel and copper plate engraving or printing. Our work is the product of the best artists, engravers and printers that can be secured. The papers we use are the leading lines from the best Eastern mills.

We can make your stationery boost your business, no matter what your line may be.

Blank books may seem a rather difficult line for the manufacturer to advertise so as to get tangible results, but the ad of the Smith-Brooks Printing Co., Denver, reproduced is undeniably a good one and will help materially in the sale of books to business houses. Its value lies in the attractive composition and the well-written copy. The border and heading are strong, the cut of the book surrounded by question marks solicits the reader's interest and the subject as indicated by the title invites further attention.

The wrapping and packing of goods is one that is often disregarded by printers. While it is an excellent form of advertising to send out goods neatly wrapped in packages of uniform size and securely packed, much of the commercial printing of the country is delivered to the customer so poorly wrapped as to be actually damaged in the handling necessary to place it in the customers' hands. The impression that a good job should create on the mind of the buyer may be entirely offset by the slovenly and careless wrapping of the packages. The ad of pyrography boxes reproduced is an example of how dainty packing may be turned to account in soliciting business. These burned wood boxes cost only a few cents each, hardly more than paper boxes, and they are highly appreciated by the woman who receives her package of a hundred calling cards in this form. They are also made in larger sizes for packing society stationery and these larger boxes may afterward be used for holding gloves, handkerchiefs, etc., being usually lined with silk for these purposes.

The printer who can produce good advertising and other printed matter ought to be able to turn out good advertising for himself and the wise public is very apt to take just this view of the matter. If the printer's advertising is attractive and interest-compelling, he will find new customers coming to him who argue that he will be able to produce business-bringing

printing for them. On the other hand, the effect is just the same only possibly more so against his success, if he does no advertising at all or if his ads are so poorly designed and printed that they do not represent the kind of printing that business houses know will produce results for them.

The printer's own advertising should be the best printing that his shop is capable of turning out. It costs him less than it does the general public to use high class printed matter and he should put his best efforts into the copy and composition of every piece of publicity he sends out. It is needless to say that the presswork should be perfect and the paper such as is best suited to the job. The printing business is just as susceptible to success through advertising as department store merchandising or mail order lines which depend almost entirely upon their advertising for their success. It all lies with the printer himself and the field of his labors may be developed and extended almost without limit. Given the right sort of advertising and plenty of it, it only remains for the product of the printer to measure up to this good advertising so as to hold the new customers that the publicity may secure.

Levey Bros. & Co. at Indianapolis, Ind., publish a particularly good house organ called "The Shield. The issue for May and June is filled with good, readable matter, much of it of as high a standard as you would expect to find in a regular monthly magazine with a subscription price of several dollars a year. The title page announces that it is "A magazine for business men, issued frequently for their information. A deliberate attempt to increase our sales." And this seems a very frank way of stating the policy and scope of the publication. The article that struck me as especially interesting for other printers was set as straight matter among the other good things and in calling attention to the "service" which is offered in connection with printing orders offers a valuable suggestion to all printers to inculcate more of service and less of price in their advertising. The points are so well taken that we are reproducing below the entire article:

PRINTING THAT BRINGS RESULTS

DID you ever consider in picking up a newspaper that there were a hundred advertisements inducing people to spend money where there is one inducing them to save money?

¶ You can save money by sepnding money. Let us show you how your printing bill can be an investment, not an expenditure.

¶ Good printing attracts attention. Attention is the seed of increased sales. Good printing is indelible publicity ink on the memory of the man whom you are trying to reach. **It haunts.** The quality of a house is reflected in its printed work. **Good printing is a necessity.**

¶ You can buy paper with ink on it anywhere. It is not what printing costs but the service it renders that determines its value. Service is the problem of good printing. We can solve that problem for you.

¶ Service has two elements—equipment and proper manipulation thereof. We offer you both, highly intensified by experience lasting over half a century.

¶ We have the latest models of presses. You get the benefit of our buying our paper in carload lots. To manipulate our equipment, we have a force of skilled typographical mechanics and pressmen. Our department experts are eager to serve you.

¶ We offer you distinction and personality for your work. We can give you absolute relief, so far as your printing is concerned, from work and worry. It's experience that makes the maker make the best. It's experience that makes the buyer buy the best.

¶ Above all, we wish to assure you that we do all of our work in our own Indianapolis factory, that all orders will be filled with the Levey guarantee, and that we are equipped and prepared to give particular service. Our chief recommendation is the people who have done business with us.

¶ Tell the central on either 'phone to give you 1064 and we will have a man on the job on the jump to talk with you.

This is the month when you naturally begin to think that business will begin to improve or "pick up," to use a distinctly American term; but if the picking seems slow and fall orders do not materialize as you had hoped they would, do not draw back and let business take what seems to be its natural course, but start an advertising campaign of your own. It will help to keep your shop busy and will bear fruit if carefully and intelligently carried out. I was talking with a successful business man not long ago and he told me that although his own business was dull, he was preparing at the same time to issue a better catalogue than he had ever published before. "When business is quiet is the time to prepare for better business" is the way he put it. "When orders are slow in coming in I have more time to put on the catalogue and to prepare advertising plans that will make for better business later on." The idea is a good one and if the suggestion is rightly put to some of your slow customers it may strike them in the same way. Your own advertising will show that you are alert for orders at any rate and will help to establish yourself as an enterprising printer in the minds of the public. When you turn out a particularly attractive and effective piece of printed publicity for yourself, the public is not slow in drawing its own inference that probably you could produce advertising for them that would be just as good. Business brings business in the printing trade and satisfactory service always brings a reward beyond the profit there may be in the work itself.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

Barnhart Brothers & Spindler report evidences of the good big trade coming from various sections of the country. They have recently closed two or three large orders in New York, a large one in Buffalo, an $8,000 order in Wyoming, $10,000 order in Springfield, Illinois. Hot weather seems to present no barrier to progressive printers—and they are all putting in the Cost System and Labor-saving conveniences.

We are glad to learn from Chas. Eneu Johnson & Co., the well known and old established Printing Ink Manufacturers, that they have arranged with Mr. Clifford R. Hunn to represent them in Chicago, as manager of their western branch office. Mr. Hunn succeeds Mr. A. H McLaughlin, who has unfortunatey been afflicted with poor health for some time past and the business strain has proven too much for his somewhat weakened condition. Mr. A. H. McLaughlin retires with the highest regards of the house he has so faithfully served for many years.

Mr. Hunn is so well known to the Printing Trade in the middle west, where he is familliarly called "Cliff," that he needs no introduction to the craft.

He has already made a record for square dealing, honest endeavor, and close application to business and the house with which he is now associated has reason to congratulate themselves upon having secured the services of such a well known and efficient manager as Mr. Hunn.

The Publishers Press has secured the exclusive services of Walt McDougall in the Sunday comic field. Mr. McDougall is really the father of the Sunday color comic supplement. His first work in this line dates back to September 1893. It was largely due to the rollicking humor of Mr. McDougall's work that the comic supplement achieved immediate success and has become a fixture in the up-to-date Sunday newspapers.

In the days when Mr. McDougall won international fame as the portrayer of Bill Nye and during the continuous production of thousands of political cartoons he earned the title of "the good humored cartoonist," and retains it till this day.

For some time Mr. McDougall has been engaged in other lines, but has now returned to his early love and the series of Sunday color comics we have outlined for his work for the Publishers Press, "Hank the Hermit," contains in genuine humor and invention all the elements of spontaneity and surprise which first brought his success and makes such a series a successful laugh provoker and circulation maker.

The recent crusade against the comic supplement is based upon an alleged evil influence upon the very young contained in their suggestion of mischievousness and irreverence, that tends toward an exhibition of vulgarity, coarseness and brutality. It is claimed that they are setting a bad example to the young. Whether this be true or not Mr. McDougall can be felicitated upon producing a series replete with rare rollicking humor but which does not depend upon the brick-bat or mule-kick finally to secure a laugh, nor does it suggest to the youthful mind forms of reprehensible diversion. It is a comic page with a back-bone of ingenius yet natural fun-making. In other words, it is what it is intended to be —a funny page.

Mr. McDougall had gained fame in other lines than in comic art. As the author of several hundred fairy-tales for children, published in most of the greater Sunday papers, he endeared himself to the hearts of millions of children and grown-ups.

The Publishers Press is to be congratulated on securing Mr. McDougall.

Hotel Latham

5th Ave. and 28th St.

NEW YORK

For Permanent and Transient Guests

One block from Madison Square Garden

EUROPEAN PLAN

Sample rooms for commercial men.

Table d'Hote Luncheon, 50c.

Club Breakfast. Also a la Carte

Rooms with use of bath, $1.50 per day.

Rooms with bath, $2, $2.50, $3, $4 per day.

A. L. PRATT, Managing Director

Read by British and Colonial Printers the World Over

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2. per Annum, post free. Specimen Copy sent on receipt of 35 Cen

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RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, De Montfort Press
LONDON, Thanet House, 231 Strand, W. C.

WANTS AND FOR SALE

Advertisements will be inserted in this column at he rate of 25 cents a line, ten words to the line. Copy must reach this office ntot later than the 20th o the month preceding date of publication. Cash must accompany order . . . .

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

ANYBODY can make good cuts with my simple zinc etching process. Specimens and particulars for stamp. Process $1.00. DAY, WINDFALL, INDIANA.

IS YOUR NEWSPAPER PROPERTY FOR SALE? If so, I probably can find a purchaser for you. I guarantee that information you send me will not get outside of my office unless you authorize me to submit it to prospective purchasers. No listing fees. Hollis Corbin, Metropolitan Building, New York City.

TWO SIMPLEX MACHINES, each $100 cash, f. o. b. Chicago; one ten point, one eight point. Address Simplex, 328 Wabash Ave., Chicago, Ill.

A NEW PROCESS FOR ENAMELING, GLAZING AND PRESERVING—Manufactures of Art Print, Photographs, Hand Color Work, Calendars, Cards, Leather Goods, Novelties, Fancy Boxes, Post Cards, Posters, Notices, Signs and allied lines can now arrange for this modern, improved method on a reasonable Royalty Basis. Greatly augments the value of everything where applied, producing new goods in a new, attractive way at very low cost. Address, "Diax," care the National Printer-Journalist, Chicago, Ill.

SPECIAL BARGAINS—WE ARE MAKING ROOM for additional stock and therefore giving discounts of from 10 to 25 per cent for cash on all rebuilt machinery. If you are planning to buy now, or in the near future, write or call on us at once. Machinery can be seen in operation. We have the largest stock of second-hand and rebuilt machinery in Chicago. Established 35 years. WANNER MACHINERY COMPANY, 215 W. Congress St., near Fifth Avenue, Chicago, Ill.

ILLINOIS WEEKLY

In large territory without competition. Returns owner over $1300 per year for personal effort and investment. Will be sold for $1600. $500 cash necessary. 2 presses, engine, paper cutter, etc

Proposition B. B.

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Newspaper Broker **277 Broadway, New York**

HELPS TO SUCCESS

The most successful men are those who "read up" on subjects affecting their life jobs. Here are works which will help anyone in a printing office, from owner to apprentice.

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They help sell printing and give the boys an idea of how jobs should be set. Few type faces and simplicity of arrangement are the prevailing features of these books:

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The best trade educator—THE INLAND PRINTER. $1 for four months; $1.50 for six months; $3 a year.

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Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

Only **$4.80.**

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From us or your dealer. *Free Booklets.*

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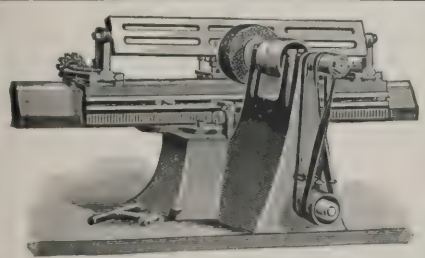
DOUBLE-GRIP GAUGES
$1 25 set of 3 with extra tongues.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes. which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

"WRITE TO SANDERS ST. LOUIS"

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We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
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THE PEOPLES HANDY ATLAS OF THE WORLD

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More New Special Maps than in any similar reference work.

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Send 25 cents for sample.
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WIRE STITCHING MACHINES
ARE USED THE WORLD OVER

"Perfection" No. 4 (Electrically Equipped)

Manufactured and Sold by
The J. L. MORRISON CO., Inc.
(Head Office) **143 Worth St., New York, U. S. A.**
(Branches) **Chicago, Toronto, London (Eng.) Liepzig**
Write for full particulars

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Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

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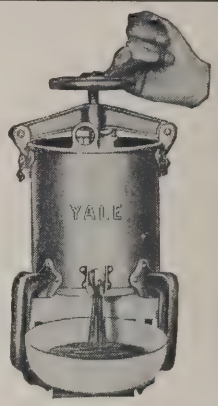
YALE FRUIT PRESS



Best, most practical and durable press made. Unequalled for making **Jellies, Jams, Cider, Grape Juice, Fruit Ices and hundreds of other things.** Saves time, labor and trouble. Clamps to table or handy place. Put material in colander, fix beam in position, attach crank to wheel and every pound pulled on wheel exerts 48 lbs. pressure on contents. Made of steel and iron, plated, 4 qt. size, price only..... **$3.95**

If your dealer will not supply you order of us. *Sold on 10 days' trial. Money back if not satisfied.* Write for **FREE** booklet, "Aunt Sally's Best Recipes." Also describes Yale Fruit Presses.

Greatest Advertising Medium and Business Getter in Existence

"LUCKY HORSE-SHOE BANK"

Smallest in the world.

Holds One Dollar in dimes—cannot be opened until fully one dollar has been deposited.

This "little" (in size, "big" in results) bank with your Ad. stamped thereon will bring you more business than any other style of publicity you may decide to employ. Let us furnish you names of Merchants, Banks, Insurance Cos., etc., if they don't tell you it is the best they ever used, we propose to furnish them free. Order once and your re-orders are insured. Ask for sample. Seeing is believing. TRY IT.

WRITE TO-DAY.

GRAB'S WONDER LIGHTER

Everybody's buying it. **The safest, most efficient and economical substitute for dangerous and costly matches.**

Flashes instantly igniting any gas or alcohol. Good for 5,000 lights. **A household necessity.** Simple, durable. Price prepaid only 10c. Think of it. Hurry order.

Agents wanted.

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THE INCREASING USE

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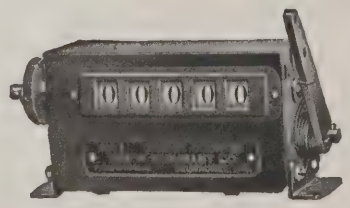
Write for circular.

John Royle & Sons
Paterson, N. J., U. S. A.

Engravers' Machinery



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An indisputable record of production and labor is furnished by

DURANT COUNTERS

ACCURATE, POSITIVE, UNFAILING

Record only actual impressions of press. Ask any printer's supply house or write us for details.

The W. N. DURANT CO., 528 MARKET ST. MILWAUKEE, WIS.

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The brightest printing minds in America contribute to the columns of
The American Printer
Some of these conduct regular departments on Typography Presswork Commercial Art Designing The Business End Photo-Engraving and Lithography. Others are called into occasional demand for articles of vivid interest on special subjects
By reading The American Printer you will get a resume of all that is newest best and most practical in the whole field of printery This will be reinforced and illustrated by copious reproductions with criticism of the efforts of printers in all parts of the United States and of the finest specimens of composition, engraving and presswork produced in America today This includes many elegant plates in colors and inserts of covers and specimen pages of the finer and more distinctive booklets brochures and catalogs of the time.
Advertisers find The American Printer a medium of unique and exceptional value It is the organ of the employing element in the printing business and is the only printing trade journal of its kind
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THE AMERICAN PRINTER
APRIL

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IMPORTERS AND MANUFACTURERS OF
LITHO AND PRINTING INKS.
BASOLIO
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250 W 27TH ST. NEW YORK

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BASOLIO

Stands for OLIO-BASE (Oil Base)

OIL BASE INKS

Mean FINE WORKING QUALITY

BASOLIO POLICY

Means EQUAL and FAIR TREATMENT

It means the putting into every pound of ink the greatest amount of color, permanency, brilliancy and, *of course*, working quality possible for the money obtained.

SEND US A TEASPOONFUL OF ANY INK YOU USE
WE WILL QUOTE LOWEST PRICE TO MATCH

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High Grade Lithographic and Typographic

Printing Inks

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Kenton Place above Sansom Street
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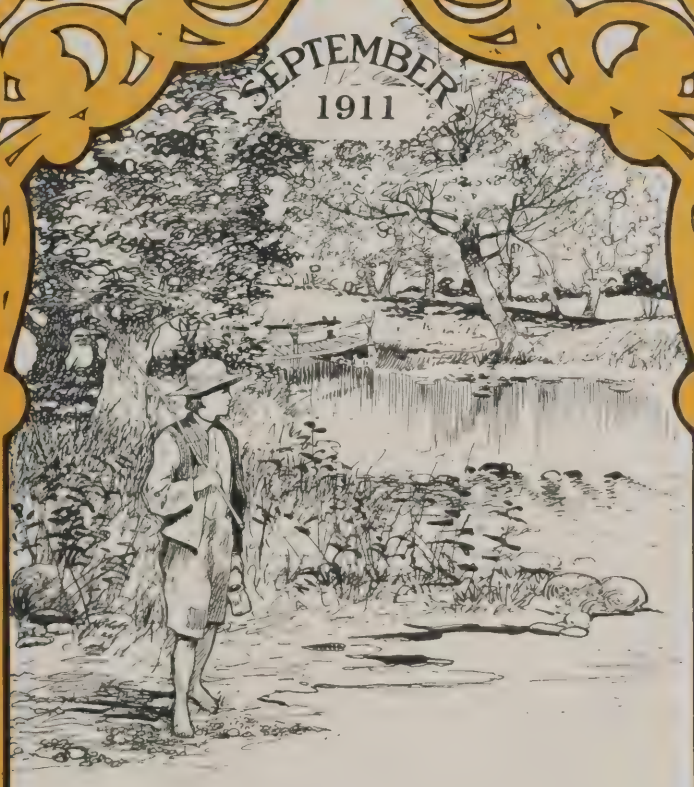
The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

OF THE
UNIVERSITY of ILLINOIS

NATIONAL PRINTER JOURNALIST

Associated Advertising Clubs of America Number



Volume No. 29, No. 9

Chicago, Illinois

PICTURES have always been the only language that persons of all nations and all ages could understand. A picture with a brief description is a better presentation of any article than pages of eloquence in type.

Every circular or catalog is intended to be a silent salesman. Like the man, it may be genteel and high grade—**a real selling force,** or by its inferiority, misrepresent the superior article it advertises.

Making pictures—**CUTS**—for all illustrating and advertising purposes—is our business.

Without enumerating the different kinds and grades of engravings, the point we wish to emphasize is, that we have unexcelled facilities and capacity for executing large or small orders for any style of cuts or plates for use on the printing press.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

701-721 South Dearborn Street, - CHICAGO

Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a nickelsteel "GLOBETYPE."

TRADE MARK J P C REGISTERED

INSIST ON THE ANCHOR TRADE MARK
IF YOU WANT SATISFACTION
IN PRINTING INKS

Jaenecke's Printing Inks

ARE THE KIND THAT SATISFY

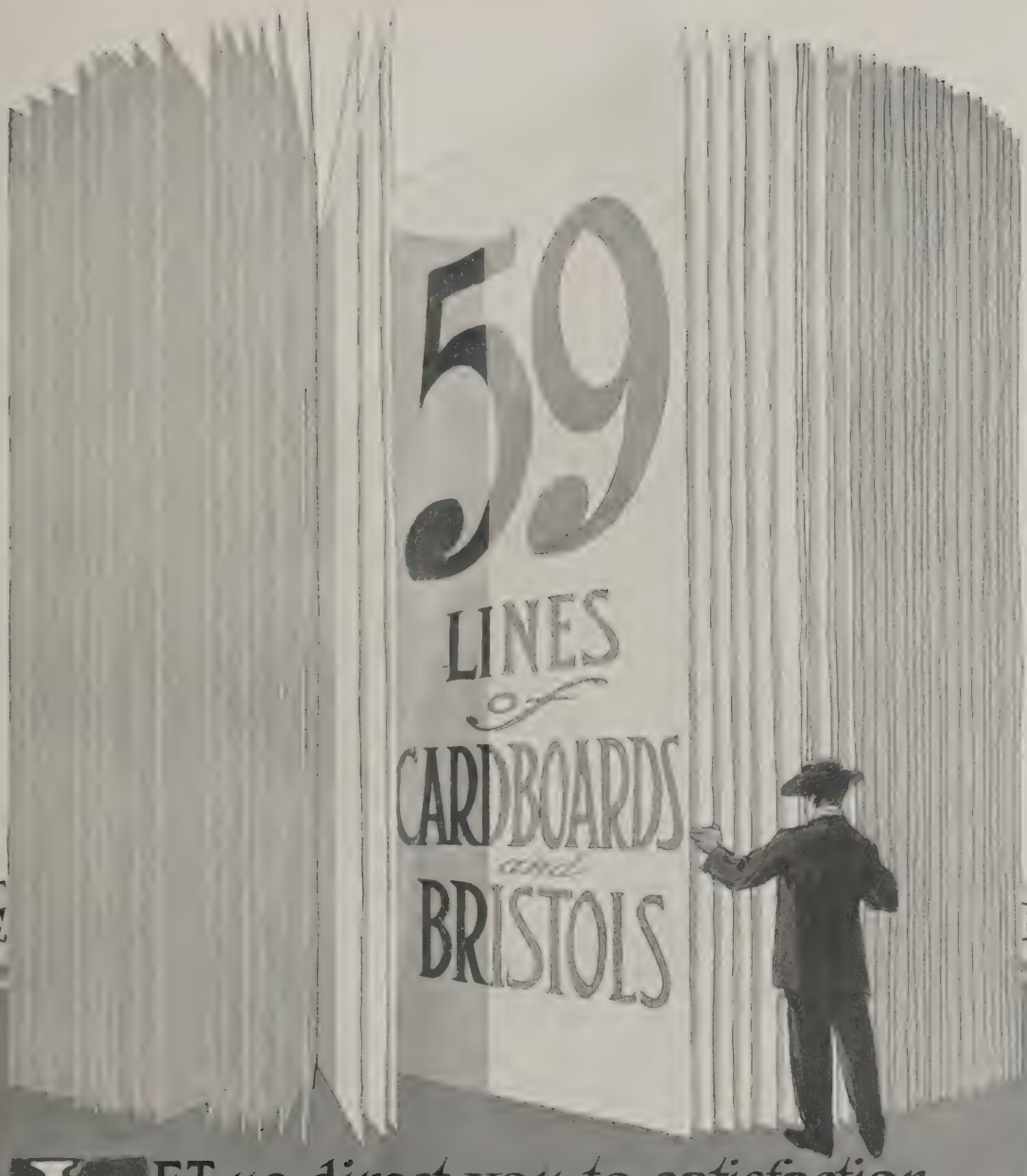
We make all kinds for all grades of printing. If you are not entirely satisfied with the appearance of your work, you will make no mistake in putting your ink problems up to us. A postal will bring specimen sheets

THE JAENECKE PRINTING INK COMPANY

Main Office and Factory

NEWARK, N. J.

NEW YORK CHICAGO PHILADELPHIA ST. LOUIS DETROIT PITTSBURG



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You should have our samples –

Distributors of "Butler Brands"

STANDARD PAPER CO.	Milwaukee, Wisconsin.
INTERSTATE PAPER CO.	Kansas City, Mo.
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SOUTHWESTERN PAPER CO.	Houston, Texas.
PACIFIC COAST PAPER CO.	San Francisco, Calif.
SIERRA PAPER COMPANY	Los Angeles, Calif.
OAKLAND PAPER COMPANY	Oakland, Calif.
CENTRAL MICHIGAN PAPER CO.	Grand Rapids, Mich.
MUTUAL PAPER COMPANY	Seattle, Washington.
AMERICAN TYPE FOUNDERS CO.	Spokane, Washington.
AMERICAN TYPE FOUNDERS CO.	Vancouver, B. Col.
NATIONAL PAPER & TYPE CO. (Export only)	New York City, N. Y.
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NATIONAL PAPER & TYPE CO.	City of Monterey, Mexico.
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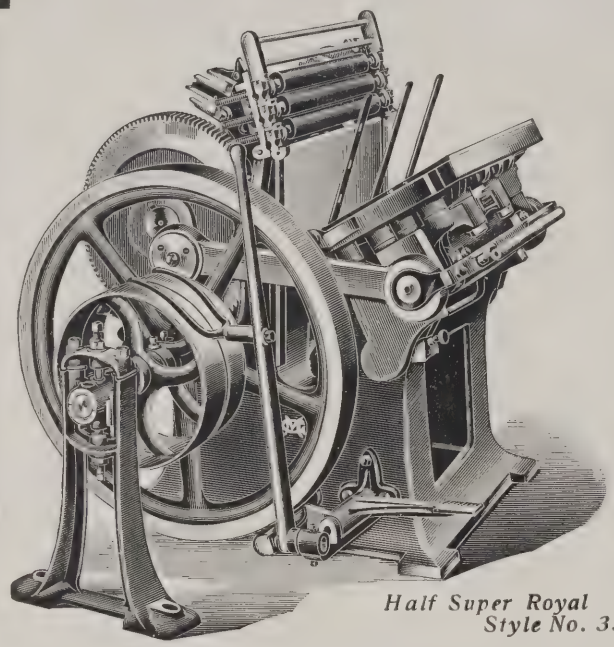
J. W. BUTLER PAPER CO.

Chicago

Established 1844



Half Super Royal
Style No. 3.

THE PRINTER
WITH ONE PRESS

Must have a machine that meets the requirements of a wide variety of work. He finds it in the

GALLEY UNIVERSAL

Built of the best material to withstand the wear of many years of continuous service, and embodying all that is latest in press construction, the Universal formed the nucleus of many prosperous plants now operating a *battery of Universals.* Let us tell you more about this interesting machine in our catalogue. Sent free.

MADE IN MANY SIZES AND STYLES

THE NATIONAL MACHINE CO.
MANUFACTURERS
HARTFORD, CONNECTICUT, U. S. A.

ADD THIS MACHINE TO YOUR EQUIPMENT

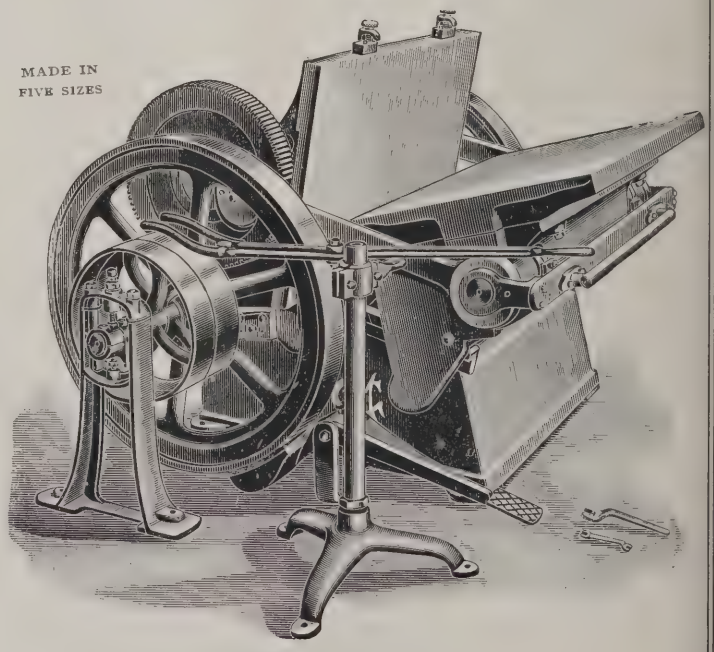
GALLY UNIVERSAL
CUTTER AND CREASER

Do not attempt to do cutting and creasing, stamping, etc., on an ordinary printing press. Work of this sort is done satisfactorily on the Galley Universal Cutter and Creaser, a machine of great strength and durability, especially adapted to stand the strain.

It is made with the same care as the Universal Press, which means more than an ordinary guarantee.

This press added to the equipment of many plants will make money for the owners in doing work of this kind for themselves and nearby plants. *Let us send full particulars*

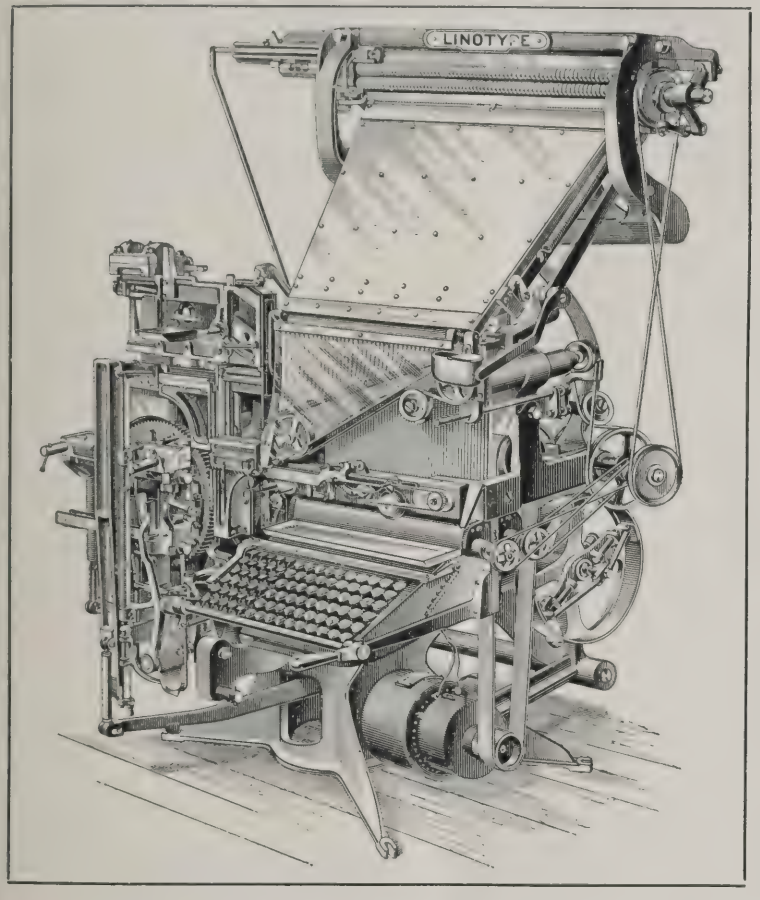
MADE IN FIVE SIZES



EASY TO OPERATE

NATIONAL MACHINE CO.
MANUFACTURERS
HARTFORD, CONNECTICUT

A Small Machine For Small Weeklies



Two-Letter
Single-Magazine

LINOTYPE

Model 10

Faces
5 to 11 point only

Measures
4 to 30 ems only

PRICE
$2,250

Easy Terms of Payment

While not a substitute for our full-size Standard Linotypes, this machine is adapted to the needs of such newspapers as require only a moderate speed and limited range of operation.

Smaller Magazine, Fewer Matrices, Lower Price

MERGENTHALER LINOTYPE COMPANY

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SAN FRANCISCO:
638-646 Sacramento St.

NEW ORLEANS:
332 Camp St.

MELBOURNE, SYDNEY, N. S. W., WELLINGTON, MEXICO CITY, — Parsons Trading Company
HAVANA: Francisco Arredondo

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.
BUENOS AIRES: Hoffmann & Stocker
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TOKIO: Teijiro Kurosawa

Roosen's Blacks

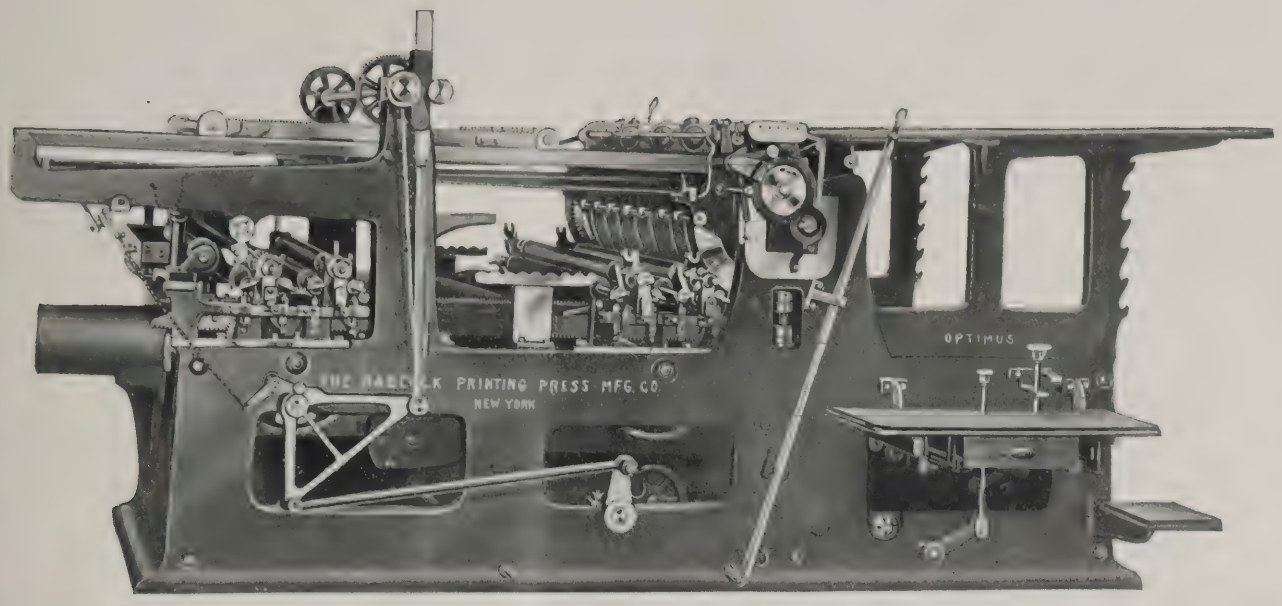
For years the plant of the H. D. Roosen Co. has been the headquarters for the best Black Printing Inks on the market.

They manufacture more fine Black Ink than any three other ink makers combined.

H. D. ROOSEN CO.

BROOKLYN, N. Y.

CHICAGO, ILL. TORONTO, ONTARIO



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
Great Western Type Foundry, Kansas City, Missouri: Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri: Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

In any pressroom where there is an Optimus among a number of other two-revolutions it is the busiest. It is given the heaviest forms, the closest register, and the shortest time. Especially is it given the forms from which the very long runs are wanted.

The truth of all this is open to any observation and inquiry. Look it up. It will be found, too, that though the Optimus is old the facts remain unchanged.

Why? Unequaled strength and rigidity, unequaled precision in the action of a faultless driving motion.

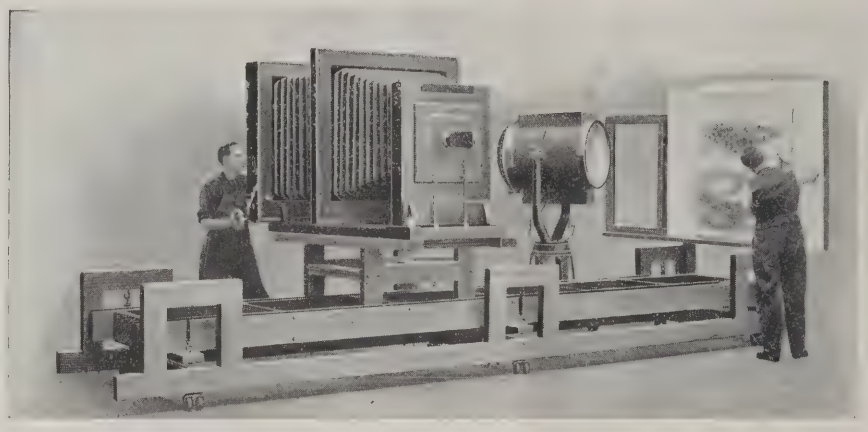
The Optimus cylinder remains on the bearers whatever the form. It does not go up when overlays go on. Tissue shows big in bringing up a light spot. These are proofs of helpful strength in perfect impression and fast make-ready. There is another: the Optimus does not gutter. Forms are saved to produce work of the highest character in unusual amounts.

Before these familiar tests all others fall. They show the Optimus without equal in the most vital quality in a printing press. The best work from heavy forms is impossible without this supreme strength. It quickens and cheapens production. It is but one of the reasons why the Optimus is busy while others stand idle. It is clear to the practical mind that the very things that make it best for hard and heavy work are those that fit it most perfectly for the light and easy.

Where difficult work makes exceptional press qualities necessary; where faith in efficient printing machines is at low ebb, we prefer to install our splendid press. It has met easily every known printing condition, and possesses a reserve of power for the unknown. For this reason the buyer of today will not have an inefficient machine on his hands next year or in ten years. No Optimus has grown too old to compete with any other new.

The Babcock Optimus

SET IN AUTHORS ROMAN



A PHOTOGRAPH of the new color camera and searchlight recently installed by Barnes-Crosby Company. The largest photographic equipment in America, designed for the production of two, three and four color process plates exclusively.

Barnes-Crosby Company also announces the enlargement of its Chicago institution by 10,000 additional square feet of floor space, thereby clinching its title as the largest and best equipped illustrating and engraving establishment in America.

Printers, who feel the necessity of an art and engraving department they can consider their own, may forward their orders to Barnes-Crosby Company with the knowledge that they are patronizing an engraving establishment—**not a rival printer.**

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate Makers

Complete Engraving Establishments:

MADISON AND FRANKLIN STREETS, CHICAGO
11th AND LOCUST STREETS ST. LOUIS

Branch Offices and Art Departments:

NEW YORK	TOLEDO	MEXICO CITY
MINNEAPOLIS	KANSAS CITY	DETROIT
ST. PAUL	MEMPHIS	ATLANTA
MOLINE	CINCINNATI	INDIANAPOLIS
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Century Bold Extended

72 Point 3 A $8 85 4 a $5 90 $14 75

RICH Maple

60 Point 3 A $7 25 4 a $4 30 $11 55

Brighter KIND

48 Point 3 A $4 70 4 a $2 90 $7 60

MODERN Printers

42 Point 4 A $3 75 5 a $2 60 $6 35

Charters REQUIRED

36 Point 4 A $2 85 6 a $2 40 $5 25

HANDSOME Contributor

30 Point 4 A $2 10 8 a $2 15 $4 25

RIGHT SCHEME
Charming Design

24 Point 5 A $1 65 10 a $1 85 $3 50

STRONG REMARKS
Determined Manager

18 Point 8 A $1 65 14 a $1 65 $3 30

CURIOUS ENTERPRISES
Royal Monarchs Disturbed

14 Point 11 A $1 45 21 a $1 55 $3 00

USEFUL EXTENDED LETTERS
Harmonious Type Family Bought

12 Point 13 A $1 30 25 a $1 45 $2 75

ENTHUSIASTIC STUDENT
Meritorious Reports Signed
Enjoyable Holiday Exercise
Right $1234567890 Figure

10 Point 14 A $1 15 29 a $1 35 $2 50

DURABLE PRINTING TYPES
Legible Effects Easily Secured
Desirable American Line Faces
Extraordinary Profits Assured

8 Point 17 A $1 05 34 a $1 20 $2 25

CHARMING TYPOGRAPHIC RESULTS
Century Bold Extended Series a Winner
Bright and Profitable Advertising Style
Dignified Printing Brings Larger Profit

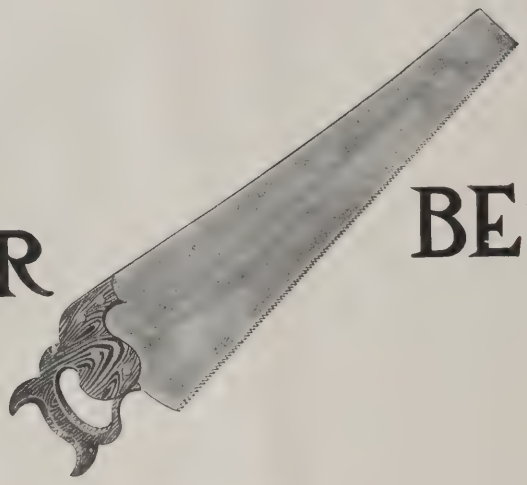
6 Point 20 A $0 95 38 a $1 05 $2 00

PROFITABLE COMPOSING ROOM METHODS
Less Faces and Larger Fonts is Real Economy
Bright American Line Styles Compel Attention
Remarkable Character $1234567890 Inspected

American Type Founders Company

ORIGINATOR OF THE POPULAR CENTURY FAMILY

YOU NEVER BETTER



The Q. C. P. I. Co.

CINCINNATI
PHILADELPHIA
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KANSAS CITY
ROCHESTER

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MINNEAPOLIS
DETROIT

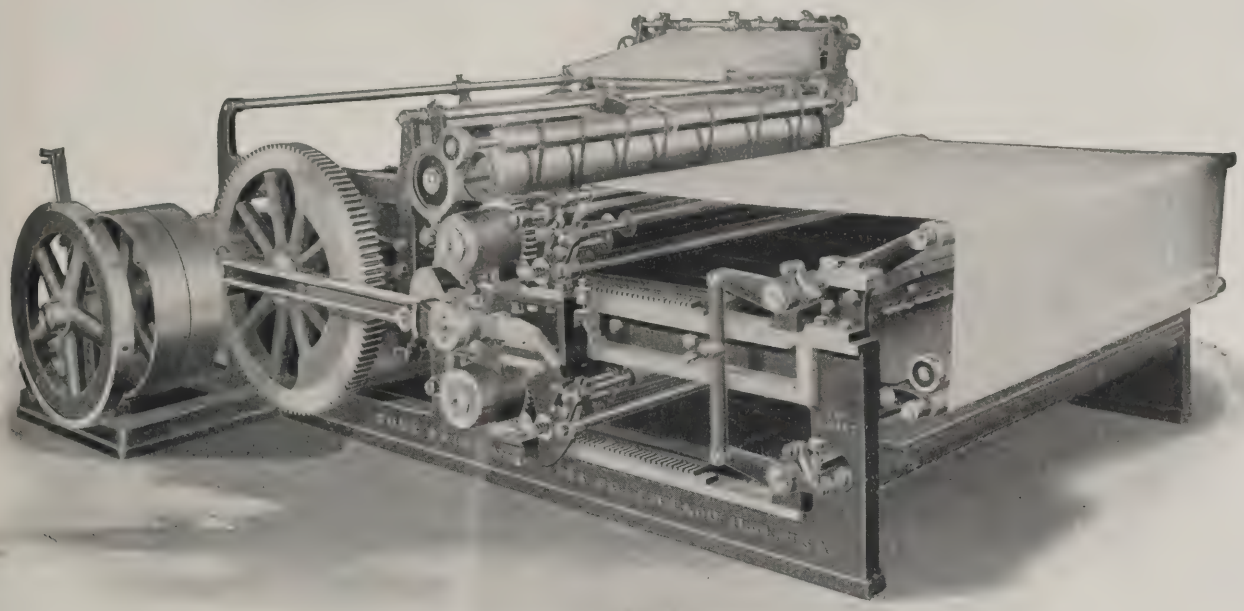
HALLEY'S COMET HAS COME AND GONE

But the GOSS "COMET" Press Has Come to Stay Forever

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS

THIS LITTLE PRESS WILL PRINT, PASTE AND FOLD FOUR, SIX OR EIGHT PAGES OF EITHER A SIX OR SEVEN COLUMN 13 "M" STANDARD SIZE NEWSPAPER



The "COMET" flat bed web perfecting press is the very latest accomplishment in newspaper machines for perfecting a four, six or eight page paper from type forms.

It is the most economical newspaper press on the market, and will save time, labor and money for the publisher, from the day of its installation.

It will save money because it takes less power to operate than any web perfecting press on the market.

It will save money on every paper it prints, as the cut of the web and reduced margins will make a continuous saving of white paper.

It will save money because there are less than half the composition rollers to maintain. All composition rollers are interchangeable, while the inking fountains are of the thumb screw variety (screws two inches apart).

It has double drive, angle bars for associating the webs, and practically a rotary tapeless folder.

The "COMET" will take up a floor space twelve feet square. It is four feet eight inches high, and will weigh sixteen thousand pounds, while a five horse power motor will be ample power.

Is this not an ECONOMICAL PROPOSITION?

PATENTED AND BUILT BY

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
Metropolitan Life B'ld'g.

16th Street and Ashland Avenue
CHICAGO, ILL.

LONDON OFFICE:
No. 92 Fleet Street
LONDON, - ENGLAND

When *figuring on buying any*
Printing or Book Binding Machinery
send for the

"Big List" of Johnsonized Machinery

The Better Grades of Machinery Rebuilt to do the work of new machinery in many cases

Prices quoted on New Machinery of all makes
A very complete stock on hand at all times

Furnishing Complete Modern Outfits a Specialty
All Standard Goods in Stock for prompt shipment

A Complete Stock of

HANSEN Diamond Nick TYPE

Standard Line, Unit and Point Set, Copper Alloy
The Best Wearing Type

C. I. JOHNSON Mfg. Co.

The Firm of Practical Men

Saint Paul :: Minnesota

Northwestern Agents

EVANS' ATTACHED NEWSPAPER FOLDER

A New Scott Drum and Evans' Folder
attached, on our floors, for demonstrating. BETTER INVESTIGATE!

This ad set in Hansen Crawford Italic *J.A.K.*

Don't Be Misled

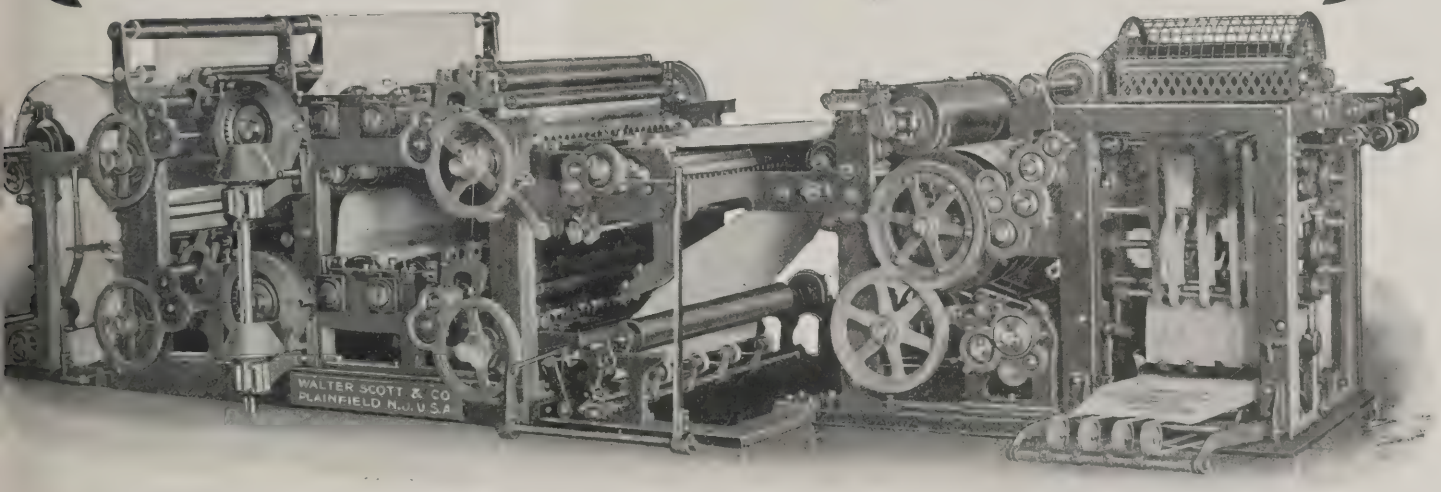
By clever advertising, stating half-truths.

The SCOTT SPEED KING PRESS

is the fastest running newspaper press built. It runs its printing cylinders, each carrying four semi-circular plates at 400 revolutions per minute, and does so without any difficulty, and without increasing the surface speed of the webs and inking roller beyond the standard surface speed of all other presses.

The 16 page Press has four plate cylinders, 4 impression cylinders and 4 ink fountains. It produces 16 page papers from 16 plates at 24,000 per hour, and feeds from only two 2-page-wide rolls of paper, using regular semi-circular plates.

There Is No Other Press That Does This
They One and All Fall Far Short of This



SCOTT TWO-TIERED TWO-PLATE-WIDE "SPEED KING" PRESS: 24,000 per hour, 4 to 16 pages

This press has no collecting mechanism of any kind, no tapes over former, no split cylinders which run one end at half the speed of the other end, cuts out no blank, waste paper, has the fewest possible parts, and is built to be added to for more pages, or colors, or both, at any time.

It is also made in 12 page –20 page –24 page and 32 page sizes and is without doubt the *BEST* machine for any publisher looking for economy of mechanical production. Does not require duplicate sets of plates nor has it any other defects.

SEND FOR CIRCULARS AND TESTIMONIALS TO

WALTER SCOTT & COMPANY

New York: 41 Park Row — *David J. Scott, General Manager* — Chicago: Monadnock Block

MAIN OFFICE AND FACTORY

PLAINFIELD—NEW JERSEY—U. S. A.

Cable Address—Waltscott New York—Codes used: A B C 5th Ed., and Our Own

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE
PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer
CHAS. E. NEWTON, Vice-President — WM. S. BATE, Secretary

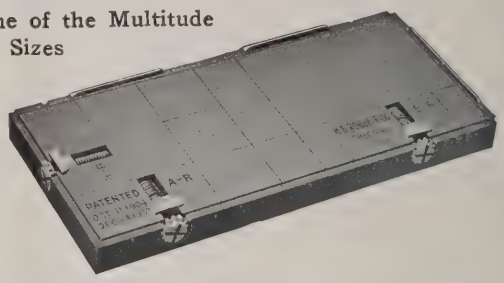
NEW YORK, 59 Beekman St. — CHICAGO, 357 Dearborn St.
SAN FRANCISCO, 653 Battery St. — SEATTLE, 411 Occidental Ave.

The
Rouse Universal Block

Solves the Block Problem

THE SIMPLEST AND BEST SCHEME KNOWN FOR MOUNTING PLATES

One of the Multitude of Sizes



Size of Page—25 x 55 Ems.

You can make up **eight pages** like this in **five minutes!**

ASTONISHING RANGE OF SIZES

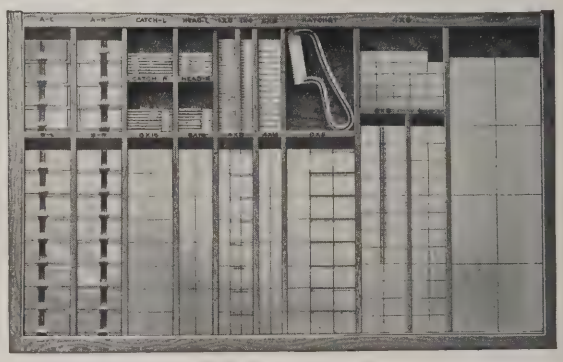
With a single set, costing only $55, you can make up eight pages into about **160 different sizes,** ranging from 17 x 25 up to and including 35 x 51 ems pica, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of two picas in either width or length, or both width and length.

BIG SAVING IN MAKE-READY, TOO!

The Hooks are extremely rapid, strongly made and simple in construction. The body is cast iron, the working parts steel. The jaw has a movement of five picas.

The Catches are made of brass and can not possibly work up on the press.

Bases of Iron. Point system—of course.



One Font Rouse Universal Blocks in Case (Cover removed)

Price, per set, including steel rachet and dust-proof Case that fits a printer's stand, only $55.

Don't waste any more time with out-of-date methods. Order at least one set to-day—**now.**

Sold by Dealers Everywhere

Made only by

H. B. ROUSE & CO.

2214-16 Ward Street, - CHICAGO

The Register Hook People.

The Miller Saw-Trimmer

A Standardizing Machine for the Printer

3 platens, 1 cylinder,—no type-setting machines

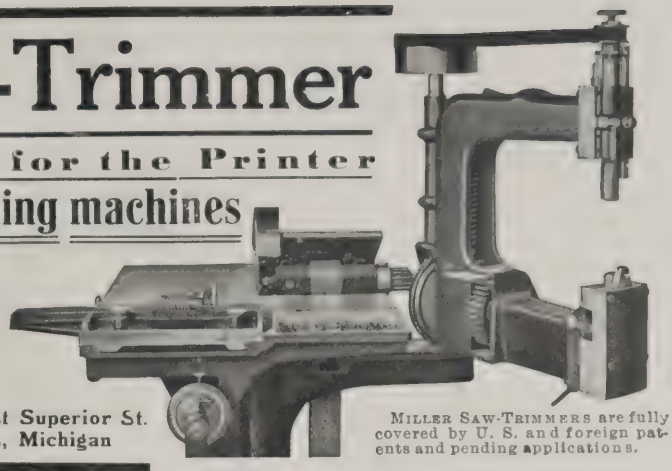
In this plant a $650 Miller Saw-Trimmer equipment pays interest on investment, depreciation and more.

Used less than two hours per day.

Can you afford to say—"Not in the market."

Easy to operate. Easy to buy. Easy to pay for.

Miller Saw-Trimmer Co. 813 East Superior St. Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

The vacation period is coming to an end. The fall and winter rush of work will soon be on.

Thousands of composing-rooms were cramped for room during the past season and the problem will be how to produce more and better work in quarters already inadequate.

With the installation of Hamilton's Modernized Composing-room and Business Furniture, the solution of the question is easy. Few printers appreciate the immense savings that can be made in floor space and composing-room labor.

We have the statements of representative concerns known to almost every printer in the land, that fully 50% in floor space has been saved, and through this concentration and the convenient lay-out of material the composing-room labor account has been reduced fully 25%.

These are items worthy the attention of any printing-office proprietor who is seriously considering the possibilities of cost reduction and increased volume of production

The up-to-date concerns who have made the improvement include:

The Curtis Publishing Company, Philadelphia, Pa.
The Rumford Press, Concord, N. H.
The Phelps Publishing Company, Springfield, Mass.
Joseph Mack Printing House, Detroit, Mich.

Let us send you a copy of "COMPOSING-ROOM ECONOMY," showing floor plans in thirty modernized offices.

Review Printing & Stationery Co., Decatur, Ill.
The J. B. Savage Company, Cleveland, Ohio
Henry O. Shepard Company, Chicago, Ill.
MacLean Publishing Company, Toronto, Ont.
Metropolitan Life Insurance Co., New York City
The Butterick Publishing Co., New York City
Woodward & Tiernan Printing Co., St. Louis, Mo.
Dean & Hicks, Grand Rapids, Mich.
Kitterlinus Lithographic Mfg. Co., Philadelphia, Pa.
S. Rosenthal & Co., Cincinnati, Ohio
William Green, New York City
Jersey City Printing Co., Jersey City, N. J.
Dorsey Printing Company, Dallas, Texas
Springfield Publishing Co., Springfield, Ohio

In addition to the above there are several hundred other representative concerns who have made the improvement in their composing-rooms

This is pretty good company to follow when considering up-to-date printing methods.

The results accomplished in the composing-rooms of these concerns can be duplicated in any printing plant where modernized furniture has not been installed.

If interested in this question of composing-room economy and cost reduction, fill out the attached coupon. Let an expert show you a proposed lay-out that will provide a saving sufficient to pay for the new equipment in less than a year's time. These are hard, stubborn facts which no live printer can afford to overlook

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City.....State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

OUR NEW CATALOG OF SPECIAL FURNITURE IS NOW READY

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, ec., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

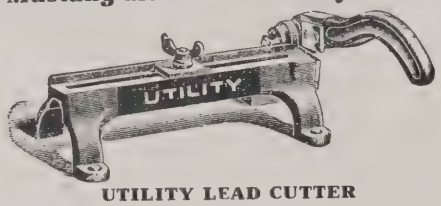
PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

TESTED, CONVENIENT, ECONOMIC

Labor, Time and Money Savers

The Mustang Mailer and Utility Lead Cu er



UTILITY LEAD CUTTER

STRONG, SIMPLE, ACCURATE

A strong, serviceable cutter for cutting leads and light brass rule. Positively the best cheap lead cutter in the market. Sold through dealers everywhere.

Absolutely guaranteed by the manufacturers.

THE MUSTANG MAILER

FOR ADDRESSING PURPOSES

A machine printing directly upon the paper or the wrapper—no pasting necessary. Can be operated by a boy; prints from 1,500 to 2,500 addresses per hour. A convenient, light and indispensable device. **It saves you Time, Money, Labor.**

PAVYER PTG. MACHINE WORKS

600-602-604 S. B'way, ST. LOUIS, MO.

THE THINGS WE DO

DRAWINGS

of any description, and for every purpose, in

PEN AND INK OR WASH.

for Letterheads, Catalogs, Covers, Magazines or Ad. Designs.

MECHANICAL DRAWINGS

FROM BLUE PRINTS OR PENCIL SKETCHES.

BIRDS-EYE VIEWS.

RETOUCHING PHOTOGRAPHS.

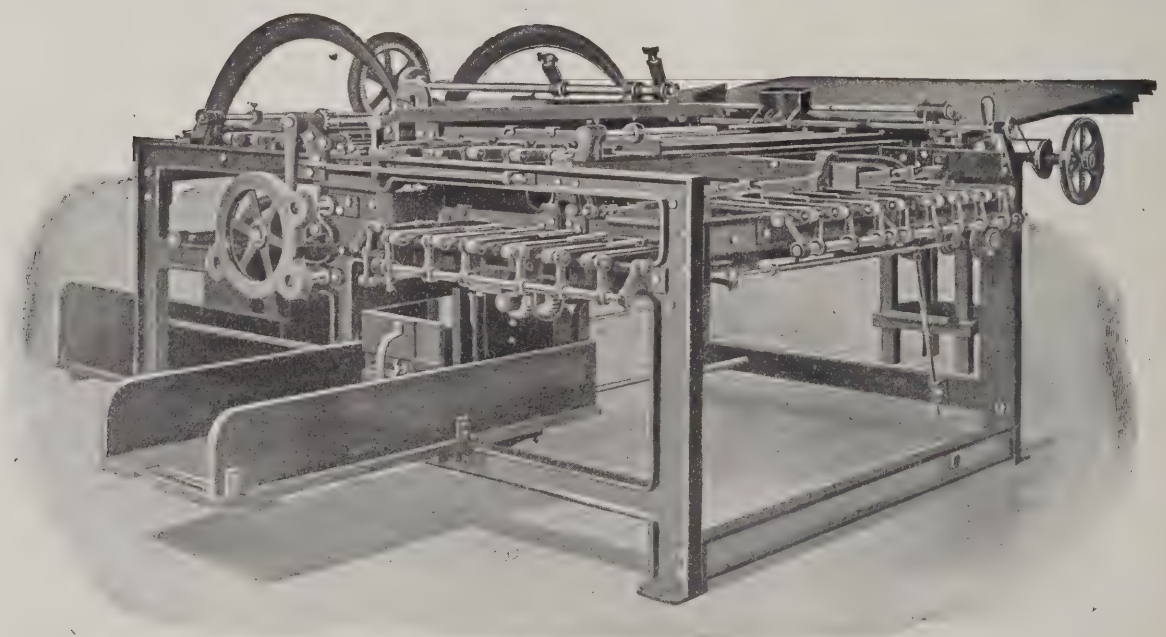
Half-tones, Zinc Etchings, Color Work of every description, in Two, Three or more colors, Wood Engraving, Wax Engraving, Electrotyping, Steelotyping, Nickeltyping, Stereotyping, Commercial Photographing.

JUERGENS BROS. CO.

167 Adams Street, Chicago.

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

UNIFORMLY EXCELLENT

ULLMAN'S INKS

The Ink
Is the only evidence
Of your work
Your customer ever sees.
By what the ink shows,
You stand or fall.
You do yourself
No more than justice
By using inks that
Do justice to your work.
That is why
Most successful printers
Use Ullman's Inks.

SIGMUND ULLMAN CO

NEW YORK
PHILADELPHIA
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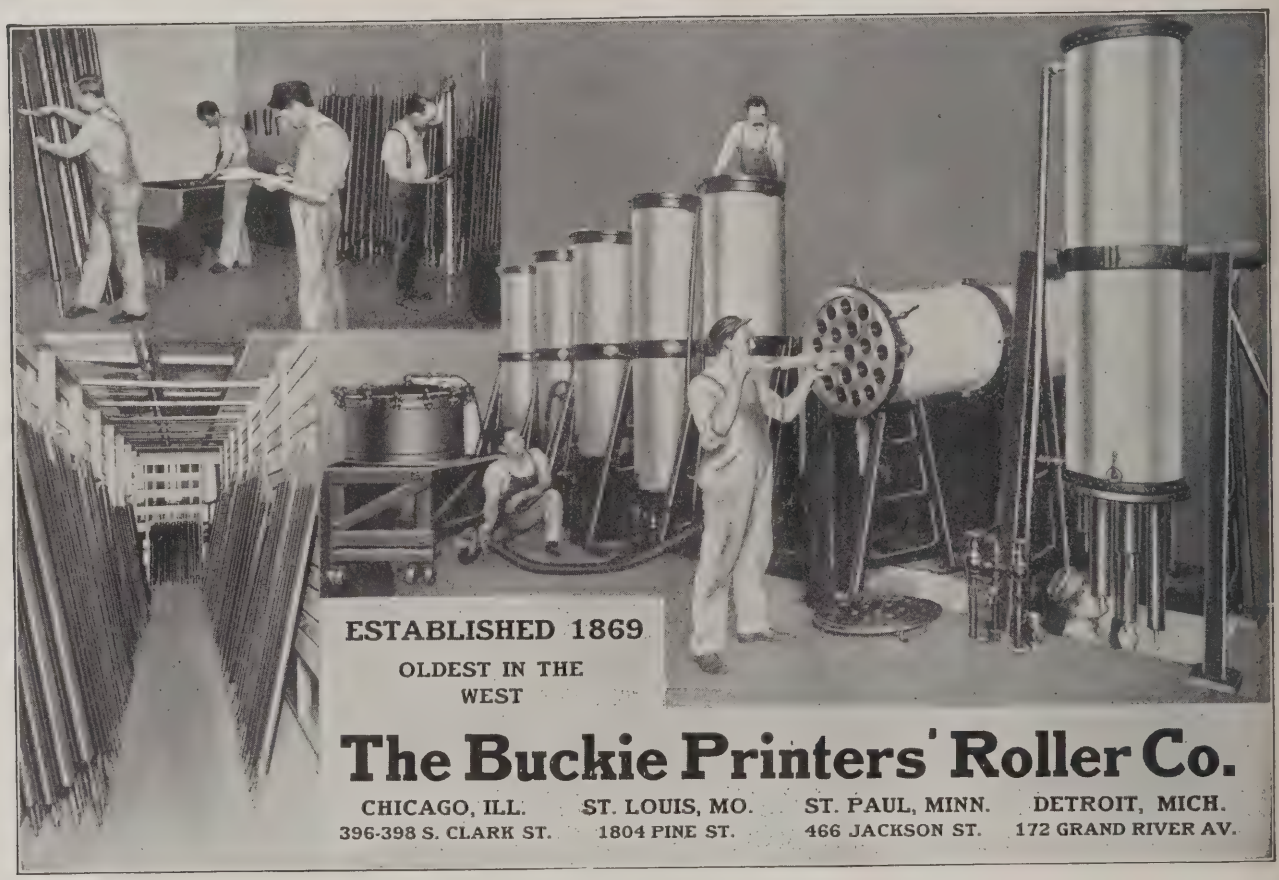
A Well Made Roller
Makes Money
and
Saves Many Times Its Cost



The Buckie Printers' Roller Co.

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ST. LOUIS, MO. 1804 PINE ST.
ST. PAUL, MINN. 466 JACKSON ST.
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Our Rollers Are Guaranteed

The Buckie Printers' Roller Co.

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Do Your Own Numbering with the WETTER

TYPE-HIGH NUMBERING MACHINE

Sold at Right Prices by All Type Founders and Dealers

Other concerns are working hard to make as good a machine—but why should you buy a machine that must be sold as "just as good."

Aside from the high standard of workmanship, the patented features are a factor in keeping the Wetter in a class by itself.

WETTER NUMBERING MACHINE CO. 331-341 Classon Ave. **BROOKLYN, N.Y., U.S.A.**

Are You Thinking of Installing a Bindery?

Monitor Standard Foot Power Perforator

Let Latham Figure With You

Complete Bindery Outfits
Write for Estimates

We manufacture

- **Wire Stitchers**
- **Punching Machines**
- **Perforators**
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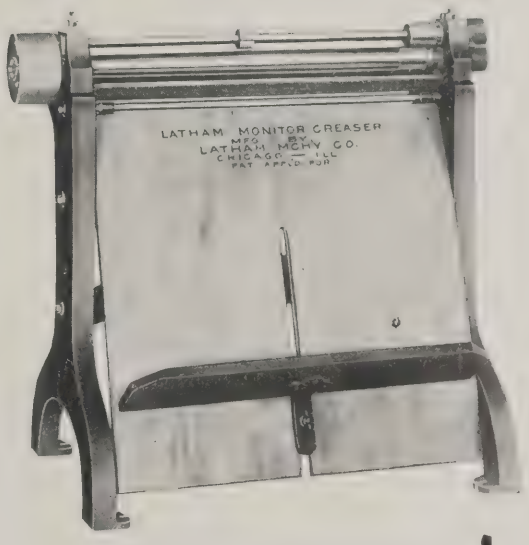
- **Paging and Numbering Machines**
- **Scorers**
- **Standing Presses**
- **Job Backers**

Etc., Etc.

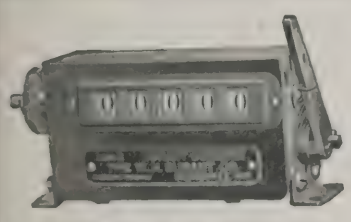


Monitor Rotary Creasing and Scoring Machine

MANUFACTURED BY

LATHAM MACHINERY CO.

New York, 8 Read Street — 306 SOUTH CANAL STREET, CHICAGO — Boston, 220 Devonshire Street



KNOW YOUR EXACT COSTS

An indisputable record of production and labor is furnished by

DURANT COUNTERS

ACCURATE, POSITIVE, UNFAILING

Record only actual impressions of press. Ask any printer's supply house or write us for details.

The W. N. DURANT CO., 528 MARKET ST. MILWAUKEE, WIS.

THE INCREASING USE

of Cutters that Cut—the kind that Royle makes, proves their superiority over cheaper imitations.

Write for circular.

John Royle & Sons
Paterson, N. J., U. S. A.

Engravers' Machinery

TO GUARD AGAINST *the* POSSIBILITY *of* WEAR

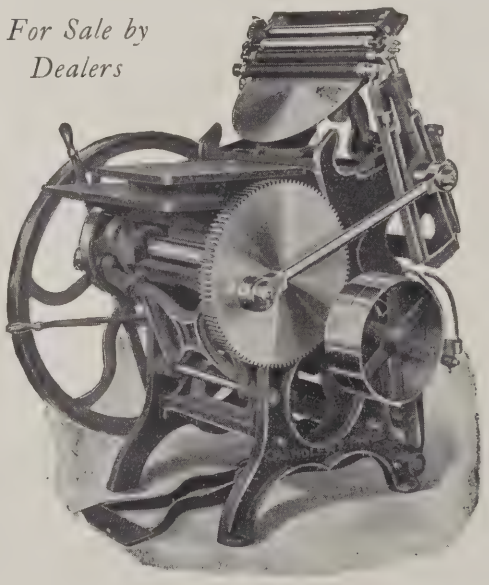
has always been one of the chief aims in the manufacture of the Chandler & Price Gordon Presses. The very best material and workmanship and a high standard in the econstruction ot every part have made them famous for their durability. It is carrying out this policy that an *important improvement* is being placed upon the

Chandler & Price Gordon Presses

consisting of a hardened steel segment which reinforces and prolongs the life of the Large Gear Cam Wheel (illustrated and described herewith).

Future purchasers of the Chandler & Price Gordon Press will receive the benefit of this improvement without additional expense, and this is only another indication of the manufacturer's desire to place on the market the best of all Platen Presses, at moderate cost.

For Sale by Dealers



THE illustration shows the hardened steel segment now being placed in the raceway of the large gear cam wheel.

Owing to the fact that the cam roller and stud running inside the raceway is hidden from view, and therefore often neglected when the press is being oiled, the roller sometimes, instead of revolving as it should, sticks to the stud and slides in the raceway, cutting out the wall of the cam and causing a disagreeable noise in the operation of the press. This may also develop a slight flutter in the platen.

To guard aginst this possibility of wear, the steel segment is now being placed in the gear wheel, the roller itself now receiving the wear in case it should stick and slide, and may be renewed at slight cost and inconvenience, as compared with the purchase of a new large gear cam wheel.

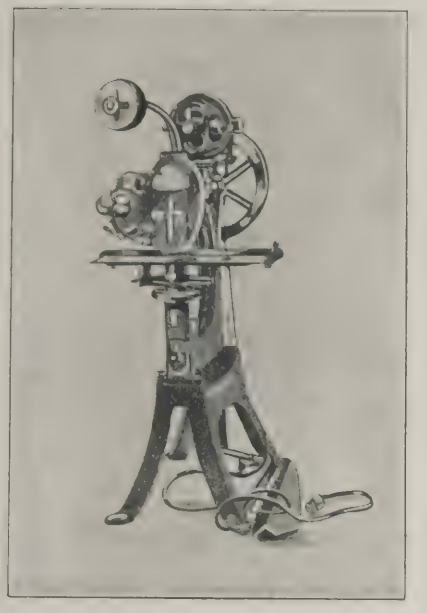
Presses in use having worn cams can be permanently repaired by purchasing a new large gear cam wheel with a hardened steel segment.

ASK FOR FURTHER PARTICULARS

THE CHANDLER & PRICE CO., Cleveland, O.

"PERFECTION" WIRE STITCHING MACHINES

ARE USED THE WORLD OVER



"Perfection" No. 4 Electrically Equipped)

Manufactured and Sold by

The J. L. MORRISON CO., Inc.

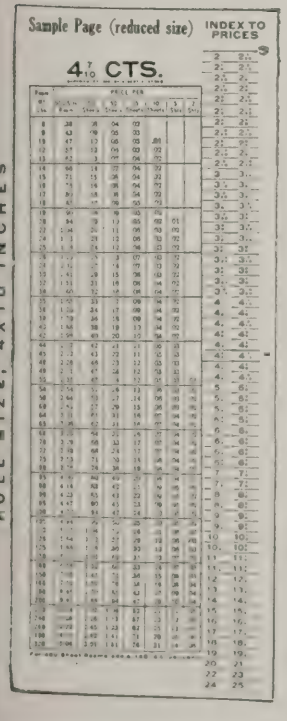
(Head Office) **143 Worth St., New York, U. S. A.**

(Branches) **Chicago, Toronto, London (Eng.) Liepzig**

Write for full particulars

190 Sheets 18-lb. Paper, at $4\frac{7}{10}$c. lb.

WHAT WILL THE PAPER COST?



Try it the old way. Now look at this—my way

$$\frac{100}{1}+\frac{50}{9}+\frac{25}{5}+\frac{10}{2}+\frac{5}{1}=190\text{s}\quad 34\text{c}$$

You don't even need a pencil

EASY ISN'T IT?

If you have all the figures before you—ALL the figures ARE before you in

STONE'S PAPER PRICE TABLES

Over 50,000 of them, instantly available. Indexed through, pocket size, full leather.

Prices Any Quantity, Any Weight, at Any Rate

Used and endorsed by Printers and Paper Dealers everywhere.

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Carriage paid, if check comes with order.

Nat'l Printer-Journalist

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CHICAGO, ILLS.

Wanner Machinery Company

A.F.WANNER

Proprietor

215-223 W. Congress St. near Fifth Ave. **CHICAGO, ILL.**

Phones . Harrison 6889 . Automatic 52-889

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Composing Room Furniture

Type and Supplies

○ AUTOMATIC PRESSES:	Falcon	
○ JOBBERS:	Golding Challenge Rebuilt	Chandler & Price Gally Universal
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○ LEVER CUTTERS:	Diamond Advance Rebuilt	Chandler & Price Reliance
○ STITCHERS AND PUNCHES:	Monitor Southworth	Rebuilt
○ PERFORATORS:	National Monitor	Burton Rebuilt
○ PROOF PRESSES:	Shniedewend Vandercook Rebuilt	Potter Challenge
○ WOOD GOODS, CABINETS, ETC.:	Hamilton Composing Room Furniture Marble and Iron Imposing Stones Cabinets	Special Furniture
○ BLOCKS:	Rouse Wilson Wesel	Challenge Meisel Second-hand
○ MOTORS:	Crocker-Wheeler Kimble	General Electric Rebuilt
○ FOLDERS:	Mentges Brown Rebuilt	Anderson Hall Job
○ VIBRATOR:	Allen Job Press Vibrator (Drive by gears)	
○ OUTFITS:	Complete, New and Second-hand	

New Improved Auto-Falcon Job Presses

New Series Chandler & Price Presses on Exhibition

WANNER

MACHINERY CO.

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NATIONAL PRINTER JOURNALIST
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The Work of the Illinois Press Association

Annual Address by President J. M. Sheets.

ONE of the greatest pleasures of my life, Fellow Members of this Association, is the one that I am now confronted with: That of greeting you as President of this Association. Coming to me unsolicited and without the exercising of an inkling of even a desire to fill the office and also being one of the youngest members ever elected to the presidency, as stated by Father Herbert in his National-Journalist, naturally gives me some pride and great satisfaction.

The name and good will of the Illinois Press Association is archived in the newspaper history of the country as being one of the oldest, strongest, and most effective organizations extant today. Its roster includes the names of many eminent men of state affairs. In years past many of its members have moulded public opinion that led to the enactment of good and wholesome laws. Many of its members have sat in the halls of our Legislature—both branches—have held high offices in which responsible public trust was reposed, and thus achieved honor and confidence for the profession.

This Association has been a great, potent factor in securing reforms in the State of Illinois and has taken the initiative in things of national import. Honest and honorable dealings with the public has given the press of the State its present high standing and enviable power for the accomplishment of good.

To meet and merely talk shop—as much as it is needed—to swap ideas, as necessary as it becomes, to tell of this and that and evolve schemes for the gaining of pecuniary benefits, as many papers of the country today demand for maintaining self-preservation, is not to fulfill the entire objects of this Association to which many of you have clung for these forty-six years.

Away back yonder, when stalwart newspaper men like Snively, Milton Matthews, J. W. Jewel, and others launched this organization, in the preamble they said:—

"The object of this Association shall be to promote the interests of the press by securing unity of thought and action in all matters relating to the profession of journalism and the business of publishing; to elevate its tone, purify its expressions, enlarge its influence in the true work of civilization and to cultivate friendly relations and a spirit of fraternal regard among its members."

They took in considerable territory, so to speak, in that Article, but not too much, however, to be covered by men of brains, men of integrity, men with an inborn spirit to be true to principle, stand square-toed for civic righteousness, the enhancement of public welfare and the betterment of conditions for our fellow man. The stride has been struck. We are on the way. Much good has been accomplished, but there lies ahead of us a greater task than reminiscences reveal of the past.

The veterans of this Association are growing hoary-haired. Their steps are tottering; their mantels are wavering; their presence will soon be a memory; the good, the wonderful work they have done will live only so far as principle is revealed in all things and the bequeathal of nobility to the Association's posterity is amplified.

Unlike men, this Association was not born to die. All too quickly has nearly two generations passed since its progenitors founded this not wholly mercinary society on a rock that has withstood many storms. And it still lives. Its good accomplishments have only barely begun; its tasks grow greater; its problems more complex; its sterling worth is to be more seriously exerted in the strenuous times confronting us than in all the past. This is not a pessimistic view either, for in all avenues of commercial, social and political strife, we find the same bulwarks of opposition confronting mankind.

In past years much pecuniary benefit has been secured by and through the enactment of laws that have been passed through the efforts of our more influential membership and the undying dexterity always commanded by our long-standing Legislative Committee whose struggles for the object to be obtained have always been actuated with the purest motive. We who are the laity and proletariat owe much to those who have expended legitimate and necessary expense money and given almost unwarranted time in securing legislation that has made it possible for us to gain some honest patronage and at the same time bring about an established guardianship for the public weal. All too soon the task will be ours—we, the younger members—to shoulder the burden of guiding the Association to the end that will assure the continuity of what former helmsmen set out to achieve.

It is not my purpose to talk moral reform in a specific way, though as badly needed, perhaps, in the public rank and file as anything bordering on human endeavor today.

It is not my purpose to treat upon the fanatical, delerious and turbulent phases of political strife, though here, too, is a great work lying ahead of the newspaper fraternity which will gradually be called in to help settle the question independently. The general tendency toward socialism as revealed in the governmental supervision of public utilities is only a step in the right direction which time and conditions are inevitably bringing us to, caused by usurping malefactors appearing in high places. I would not urge church reformation for your consideration, though the more enlightened age now dawning, ever and constantly impresses us with omens of a greater age yet unknown when religious organizations will become more tolerant with each other's views and will, with greater unanimity, work as one grand phalanx for the common good of physical, moral and spiritual mankind. I woud not tire you with a treatise upon war either by the Gene Block or Channing theory, notwithstanding the internecine contest between man and man from the primeval stone hammer age to the age of the

J. M. Sheets, Oracle, Oblong, Ills.

agate line which reveals the sturdy, combative qualities and an innate genuity of humanity, yet I would urge that it is just as wrong for states and nations to kill as it is for an individual to wash his hands in the blood of his brother. The sincere peace organizations striving to evolute all national contention to peaceful plans of settlement, I insist, is meritorious and should receive the united support of the country press. The yellow press, that flagrantly flaunts the war cry does so, perhaps, for no other purpose than to fill space for selfish reasons. No one will agree that any good has come from the war scare perpetrated by the great dailies unless it increased the circulation and peradventure benefited the ship-building contractor; these talks and scares usually coming up in Congress time when ship-building appropriations are being considered.

We suggest that the press take notice of the fact that as intelligence and fairness surmount the lofty heights of selfishness and wipes out the profitableness of war to certain contingencies as revealed in most all past bloody struggles, the sooner will permanent tranquility exist between all nations of the earth. Take away the lust for useless power, for the acquirement of needess domain and strive by education and applied principles of democracy, the world over, and eternal peace will reign with that splendor that unifies mankind in one great brotherhood.

Far better would it be if the Government were to spend fifteen millions a year for the construction of good roads. While, perhaps, the plan to change such a trend of national money would be too gigantic at this time, the country press can, however, lend an incalculable influence toward the scheme for bettering road conditions in our native state.

Good Roads.

Upon a slight investigation we find that we have about 100,000 miles of dirt road in Illinois, of which only about one-tenth are improved in a substantial way. Some of these roads are well used, others are traveled but little. Some seasons of the year the greater portion of all unimproved highways are impassable and thus the cause of country commerce and the plans of exchange are suspended at great loss to the farmer, the shipper and the consumer. If the law of supply and demand amounts to anything it is during these periods that the demand is greater than the supply and prices naturally go up without materially benefiting the producer. With good roads the supply would be tempered with regularity and the price of all commodities would remain practically the same throughout the year.

But it is useless to talk the merits of good roads, their advantages to all—especially the progressive farmer and the autoist who wants to sail over the country at a sixty-mile gait. The press' function in the matter of good roads is one of education. Not why, but how and what. First a sane but eager interest is necessary on the part of the people. This can be obtained by frequent allusion to and the publication of successful experiments in parts of the state where the State Highway Commission has built hard roads. The State Highway Commission is our great good roads teacher. It has proved its great value. Its road and bridge construction can, with great profit be emulated in all parts of the state. A mile of street and three miles of country road constructed by them in and about your president's home town is convincing evidence to us that any movement aside from their supervision might prove futile. Their services are free and is an assurance that good roads building which is in mere infancy in the state might be started right and uniform.

It is unfortunate in the cause of scientific road building that there exists a deep founded conviction that howsoever one may look on other subjects, every one knows exactly how roads should be built, and I, therefore believe that if the press could do nothing else than convince divers local near engineers, road masters and overseers that they knew nothing whatever about permament road building and that a majority of their fathers knew less, it would do as much to sweep out of the way many obstacles as any other one thing that could be accomplished. Under state supervision we would, at least have a uniformity of highway construction.

Same is true of farming. If you want to lose a subscriber or get chucked on the nose right quickly and effectively tell a farmer he doesn't know a whit about farming. And yet that is just the reason why so little is garnered from the expansive prairies and low lands of Illinois and other states in comparison with what ought to and could be produced.

Good Farming.

In a recent address made by C. S. Funk of the National Harvester Company, he said:

"The most hopeful sign of our present day is the stimulation of interest which is everywhere manifested in our farming operations and the widespread study of agriculture throughout the country. Parties may rise and fall, cities perish by earthquake or conflagration, banks may fail, business may stagnate, and we may suffer all the ills with which civilization is afflicted, but so long as the earth can be made to produce sufficient food, a nation will not perish. Agriculture is the oldest employment in the world."

The ancient philosophers realized even more keenly than many of our leaders today the paramount importance of successful agriculture. Centuries ago Cato warned his people, "Let the soil of the farm be good and fertile, let there be plenty of laborers near, let it be not far from a large town; moreover, let there be sufficient means for transporting produce either by land or water; also let there be good houses and well built, and let the husbandman see to it that his land be well managed." The future of agriculture gives play to the wildest flights of imagination. Up to this time our farming methods have been largely of the hit-and-miss variety. It is estimated that the acres of land now under cultivation do not produce half of what it might be made to yield and yet retain all its fertility. Not more than ten per centum of the farmers of this state have adapted the permanent systems of farming. Think of the loss. Prof. Hopkins of the State University in a recent letter said: "I would say without hesitation that the crop yields of Illinois can easily be made double what they were during the twenty-five years before the Experiment Station began its work." By the adoption in certain parts of the state intensive farming methods the average yield of corn since 1890 has increased six bushels to the acre and that of wheat three bushels. As the scientific plans of farming become more general so does the advance yield also become noticeable. During the last six years the Experimental Farm at the State University has produced on an average of ninety bushels of corn and forty bushels of wheat per acre under practical and very profitable systems of farming. Instead of building up the soil and nourishing it, the farmer is prone to get all he can out of it for the present and let the future take care of itself. This is particularly noticeable where renters are numerous. Let it be known, whether renter or not, every husbandman should seek in his own interest if in no other to make the land produce the greatest possible quantity. The best farmer is not necessarily the one who works the hardest with his hands. The successful one is the man who is willing to learn, profit by experience of others, who keeps in touch with the world and esteems education for its full worth. The proper attitude of the press will make such farmers for the future. The farm journals do not reach the vital spot. The country newspaper, the community's fireside companion, can make for its rural readers farming a dignified and profitable occupation. Sons and daughters will stay on the farm because no other place can offer more attractions. "The farmers of America," says one, "like to feel that they are the most progressive in the world and thousands of them are unquestionably entitled to this distinction, but the yield from our farms per acre as compared with the results obtained in other countries shows the American farmer in a most sorry plight. To convince ourselves we have need to give only a short time to research to be convinced of this fact. In the old countries we find the small farmer producing great quantities from their garden-like farm areas. We can gain valuable pointers from the farmers of England, France, Germany and Japan, where barren-like lands are made to yield sufficient food to maintain the native people and often quantities left for exportation.

Outdoor Improvement.

Perhaps there is no kind of civic crusade that a country editor can inaugurate with greater chances of success than that of outdoor improvement, and it is doubted if there is a more worthy one, since it is the beginning of civic pride, which may lead to greater works. Let the people of any city take up the work of beautifying their homes and public places, not as individuals but as units in a civic system, and they have taken the elementary lesson in concerted action upon any question of public betterment. Also the paper leading the movement has acquired the beginning of leadership by starting at the point of least resistance.

As to the actual benefits of such improvement—from a mercenary standpoint, if you care to view it from that angle—turn back a page in your own experience; think of all the towns you have visited within the past year, and think which of them impressed you most favorably, and see if your good impression was not due in a great measure to the beauty or cleanliness of the place evidences that the people believed in their town, however small it might be, and considered it a good place to live, although it might be limited in a business capacity.

Such a movement has been carried out in many places through the enlistment of public enthusiasm by the organization of local associations, which has been found to appeal to the women; in others by the offering of prizes for the best use of facilities at hand in the beautification of individual lots. Probably local conditions would determine which of these was best suited to the case in hand, and others might be suggested by a knowledge of the particular attitude of the particular people to whom a particular proposition was to be presented.

First appearance counts for or against a town as much as a person. The neat lawns, well-kept trees, the residences that evince a spirit on the part of the occupants to live above the sordid plane of a bare three meals a day and a place to sleep are to your own city what the opening words of an address are to an orator or the presentation of his proposition to a salesman.

Nothing speaks more for a public enterprise, public cleanliness and Godliness than neatly kept private residences and lawns, clean streets, beautiful parks well arranged for children's playgrounds, and scenic spots for cemeteries so landscaped as to environ the last resting place of man with material serenic grandeur.

The newspaper is a great factor to lead in movements of this sort, thus making itself felt as a progenitor of outdoor improvement.

What to print has been a troublesome phase of the newspaper business since time immemorial. Like the question of job work prices and the rate per inch for advertising, it is a matter almost wholly governed by local conditions. Local option, we might say. Where one community will accept police court news of the vilest sort others seek to eschew exploitation of scandal and consider the publication everything else but proper for the news column. One general conclusion is left, however. If to make a criminal worse by exploiting his character and publishing his misdemeanor it would be better to ignore the case and pass it unnoticed. If to do the lawbreaker no good and bring bad repute upon the family, break the heart of the mother, bow the father's head under an ignoble load of shame and segregate the sister

from the community of society and noble friends, it would appear reckless and unwarranted on the part of the editor to make such happenings a front page story.

To do good should be the aim of every newspaper in Illinois. We do not mean by this to cover up all crime or pass the publication of acts or deeds where the public is most concerned. We hold that where the greatest number receive the greatest good is a safe policy to follow, let the blow fall where it will. This is specific—alluding to and fitting local pride and conditions.

To reach the highest level we must begin at the bottom. Practically all substantial reform movements start from the rank and file. To reach the great newspapers, it often occurs that some country weekly started something.

During the prepration for the big mill and the fight between Jeffries and Johnson millions of words were given place in the newspapers of the city and country. The inhuman phase was never given a thought. It was all for physical culture; athletics.

When the Maine was sunk at Havana; when Dewey won his great victory in Manilla bay; when McKinley, Garfield and Lincoln were assassinated; when earthquake and fire destroyed most of San Francisco—these and greater happenings sank into insignificance as news beside that of two pugs seeking to pound the life out of one another. 800,000 words were flashed by telegraph the day of the fight, telling of its brutal proceedure and the bloody results—all to the shame of good and wholesome society. This is said to be the greatest number of words ever sent over the telegraph wires in one day. Shortly following the big fight the Chief Justice of the Supreme Court died. Three columns of eulogy was given by a New York newspaper and thirteen pages to the pugs. In the former instance the reporter received as much as ten cents to twenty-five cents per inch, perhaps, for filling space in comparison to ten cents a word paid to that master of pugs, John L. Sullivan, for reporting the Jeffries-Johnson fight. Comment is unnecessary.

The age of enlightenment that dawned with the birth of the twentieth century has tempered the strictly partisan newspaper. The newspaper today that supports a "yellow dog" candidate simply because he is on the party ticket for which it stands is a specie of journalism that belongs to an epoch previous to this. Lack of civic pride has made civic corruption possible. There must be an enlightenment of the public mind. The newspaper that puts party nominees, regardless of character, above its State's or County's weal is recreant to its duty. An editor's interest in his community and commonwealth should be greater than his party. The newspaper proprietor that takes a $5.00 note or a $10.00 bill to announce the candidacy of an unworthy aspirant and in his announcement endorses that candidate and bespeaks for him a loyal support is defiant to good government and untrue to the principles to be involved in governmental affairs. The diametrical stand and opposition of villainous politicians who dub the country's press as being of "peanut size" speaks volumes of approval for the press' firm attitude on questions affecting public concern.

Men who have been indicted for bribery, and judging from the bar of public opinion, some have, and others should have been found guilty by the courts, questionable law-makers, unsavory citizens charged with disloyalty to all codes of moral ethics, men whose reputations are so foul, whose official acts are so pronounced as to chill the blood of lovers of righteousness, and whose official and political records are so bedaubed with scandal as to be nauseating to the nostrils of the most ludicrous is in a poor way to minimize the good influence of the spotless country press of Illinois, or to tell it what its God-bounded duties are.

This coterie's groundless opposition to the newspapers of this and kindred associations means much toward their progress and the fulfillment of their high calling. A newspaper honest with itself and its readers will not take a fee of any sort or amount and say such fellows as the vote buying and selling stripe and click are fit subjects for office holders. The informed public commends true papers that have had the temerity to stand out against such demagogues in politics, reputed anarchists in sobriety, and assassinators of moral ethics, and living examples of notorious leadership linked with monumental political fakirs, going hand in hand in the interests of the damnable saloon politicians who are thwarting the will and wishes of the great multitudes of the state who seek to keep the white banner of truth, civic righteousness and honor floating above the horizons and in a breeze made pure by means of holy alliances. Shame on the situation in Illinois today. It is not Democrat, neither is it Republican. If it were so our by-laws would not permit of a political discussion to appear in this or any other address, for we well know that to touch the political pulse of a man is to tamper with himself. But it is "party bedamned" with the political pirates of both parties. Politics is good when wholesome and taintless, but in Illinois today some men in power are a hindrance to good government and the sooner the Browns, the men he has assisted to office and those of his ilk, regardless of party affiliation, are divorced from the politics and official family of the Commonwealth, and retired, the sooner will our great state make the retribution necessary to resume its position in the vanguard of decency, honor and statehood rank.

Many good men in the recent legislature were spat on by the unprincipled elements of both parties. It was this latter influence that sought to choke the honest press of the state by attempting to pass alien and seditious laws that would muzzle your pen and couch your publication in a censorship controlled by this tyranical kine. Can you, fellow members of this Association, who stand for integrity, equity, liberty and faithfulness, contrive why this cohort of wags should seek to destroy you? Listen! Here is what Mr. Browne is reported to have said in an address made before the recent Legislature, when urging the passage of a law that would practically put the newspapers of the state out of business and referring to them: "If you don't come across we will wreck you, they have said to me." If this statement is true it was wrong on the part of the press, for even a man like him and his followers are entitled to their rights, though perhaps so iniquitous a political plutocrat should be sent to the despicable depths of political oblivion without recourse. This misleading statement should not and will not stigmatize the members of the country press who are pronounced in their standing on all matters of public concern. It behooves us, however, to be on the alert, for so long as pirates, etcetera, are permitted to enact our laws, the state press is in danger of losing its guardianship of public morals and public interest, as well as its own liberty.

As long as bribers, grafters and civic calibreless men shall be permitted to make the laws and rule our legislature and their disintegrating clansmen execute them, just so long will the terrible white slave traffic and other human devouring money-making schemes prosper, aided and abetted by saloon demons, gamblers and ill-fortune

hunters. We need politics or no politics at all. We need honest men. We need a factor to place MEN in office. It's up to the press of Illinois to take a square and honest stand. Truth and right will never be crushed, and a newspaper that stands for such a principle will never be muzzled by a legislature that has been elected by and through the honest efforts and leadership of the good people of the state for whom the press should take a stand. The boasted optimism of the American spirit has need to question itself. It is high time we began to think less superficially about the task before us. That task is perhaps the most difficult to which mankind has yet set its hand, and we shall fail tragically unless we broaden and purify our ideals, unless we strangle our materialistic greed, unless we study the problems before us and within us.

I desire to call attention to the relationship that should exist between the Illinois Press Association and the Illinois Historical Society. Every issue of your newspaper is a maker of history. Its preservation to perpetuate the news becomes necessary if the channels of state history is to be unbroken. Some of my predecessors have called attention to the fact that if a copy of your publication is sent regularly to the secretary of the Society at Springfield, the editor of such newspaper is recorded as a member thereof without dues and will receive the society's publications which are worth many times the subscription price. This same offer holds good and we urge our membership to place the Illinois Historical Society on their several lists that their publications may be bound and kept secure in the society's office, thus serving a mutual purpose between the newspapers of the state and this splendid history gathering institution.

In gathering such items as are sought by the Illinois Historical Society and archived in the Illinois State Library, we are serving a purpose that will mean much to the unborn generations who will, as we do now, manifest an interest in the history of the past. To perform this duty requires but little attenion which will in turn result in much good.

Almost a constant and successive presence at the meetings of the Illinois Press Association during the past decade reveals a diminishing attendance at the annual conventions of the Association. This is perhaps largely due to the railroads withdrawing their transportation exchange with country newspapers. In all the past the country editor has found it an easy matter, the inducement fourfold to pick up his mileage book, board the train and come to the meetings. Whatever the prize at the end of the journey was worth the effort. Now, however, since the railroads have reduced their plans of advertising to a cash basis the country editor feels reluctant to pay a cash consideration for transportation that secures his presence at the present meetings of the Association.

The permeating of rural districts by divers theatrical troops, leading stars of the stage, the chautauqua and the proximious exhibition of leading worldly things ad libitum, has forestalled at least a portion of the entertainment feature of our annual programs. Theatre parties, banquets, ball games and visits made to various institutions of this great city and other leading cities of the state to which this Association is now and has made visits in the past, are all cherished, appreciated and highly prized by the Association officers and attendant members. All these good things, however, as a drawing card to induce a large attendance of the membership has been futile. We must look about for something new. The entertainment feature of this meeting, furnished by the printers' supply houses and other leading concerns of this city has doubtless never been surpassed by any agency during any meetings of this Association since its inception. Yet this has only drawn out a meager attendance in proportion to our membership. It would be timely for this Association to take some action at this convention to provide some departure from the social experiences of the past. Your president supports the theory and suggests the operation of the same wherein this body adopt the plan of annual outings. A fish fry on the Illinois river, a few days' journey on the Father of Waters, a season's habitude with nature at one or more of the various parks of the state, a two or three days' rendezvous on the banks of the Wabash near old Vincennes or other historic spots on the river Ohio, or to visit the domain of sister states would prove a pleasure very great, an excursion either of which would doubtless induce the boys to leave for a few days and thus afford the outing sought for and enjoyed by men of the sanctum and tripod at least once a year.

The Illinois Press Association, during its forty-six years of existence, has established a stability second to none as found in the annals of newspaper history of this great country. Stability is a great asset. Without it any concern or individual is afloat on the wondrous sea of uncertainty. As stability is augmented so becomes the asset more valuable. To enlarge the association's asset, enhance its standing and extend a more valuable interest to all members in good standing, we recommend that a movement be started to acquire a lodgement, a club house and grounds, or, if you please to term it, an editor's home. A committee could be empowered to receive proposals and seek a place for the establishment of a printer's mutual abode. To surmount the apparent impossibility of such a project is not to be underestimated. Yet with the proper effort sufficient bequeathals could doubtless be obtained that would secure the establishment of such an institution and endow it to make certain its perpetuity. A movement begun at once, we believe would warrant an anticipatory dedication of the association's semi-centennial year. The practicability of such a possession is without question. To make it a clearing house, so to speak, or a headquarters for all editors at any time, a place of meeting and outing for any number of members or the entire association would prove a boon to any association possessing the same.

The time is not far distant when many contemporary organizations will surmount all obstacles confronting a plan of this sort and will own a home in fee simple for the good of the order. Will the I. P. A. lead or will it follow?

Just briefly I desire to call attention to the first gavel of this Association. Upon a recent visit to Springfield I called at the State Library, where it is being kept as an historical relic. Upon it is engraved the names of all presidents of this Association from its organization to the year 1900. I found the inscriptions so dim that the use of a magnifying glass is necessary to decipher many names thereon. We recommend that the secretary of this Association be instructed to have the gavel reengraved and placed in a condition to outweight the deteriorating elements of time.

Fellow members of this Association, this concludes this already too lengthy and burdensome address. Whatever good, if any, I have said, I hope it will be an unction to your editorial being. Whatever of merit, if any, to be found in these pages, I trust will aid and encourage the press of the state. Whatever of benefit we have suggested for the Association, we seek its adoption. What

ever of weakness appears in this effort is of the mind and not the heart, and I sincerely beseech one and all to avoid any error that may be contained herein. To reiterate it should be the ambition of every editor under the sun and especially those of Illinois to do good, promote public wellfare and defend the public's interest. In the language of the poet, let me make final acclaim:—

Aid the dawning tongue and pen,
Aid it hopes of honest men,
Aid it paper, aid it type,
Aid it for the hour is ripe,
And our earnest must not
Slacken into play.
Men of thought and men of action,
Clear the way.

Rusty Editors

By Terry Simmons, Plaindealer, Marseilles.

Death loves a shining mark. Why shine?
Rust is approaching death. Why rust?

And to you personally reading your own obituary is not possible. Anyhow, if it were you would not wish to read it for on the average it would probably be too good to be true.

In the happy medium of life, not the top, not the bottom nor yet its too near approach, is the reality of living worth the while; it's power that counts, the great strongly pulsating heart of humanity, its throbbing brain, endurance to the end that accomplishes.

Unlike running water ever seeking its level, always in downward trend until it reaches it, we editors are ever upward going to higher and yet higher attainments. This gain is not all for us as a class; those we serve catch the spirit of impetus and the world brightens and betters because we see in and of it. * * * * * * *

In most state penitentiaries, if not all, as you that have visited one like that I will tell about know, a solitary cell has been constructed usually in some far corner. Its floor, sides and ceiling are of massive stone. The double doors through which to enter, one everlasting as the granite of the tomb, mayhap, the other of steel almost equally if not quite as indestructible, once you step within the cell shut you there as if forever and aye. Perhaps from one point in that pall of darkness an opening appears to your straining vision so small for a time to be wholly unnoticed that reaches up to the outer world, admits a faint ray of light from that glory of heaven-given brightness left behind. There where the weight of gloom fairly presses down on you as if to palsy and crush, with dread silence supreme, minutes are as hours. Left wholly to your own thoughts, faultless indeed would need to have been the life of he whom I am picturing to you and such is far from the case, if that still small voice never wholly at rest within the sane of this life, did not recall wrong doing until mind and brain became fairly frenzied in the agony awakened and not to be silenced. Confined there, even for a time, are only those so refractory they will not obey prison laws through any other means. Do they endure the nerve wrecking experience long? Rarely. In some instances, with tears streaming down their cheeks and in voices broken, the rather do they piteously appeal for release, promising anything, everything, if only it be given. Why, even I came out as a being emerging from the one H—— to the other. Now, hold on, as a visitor, just as visitor, mind you.

Brother editors, for the time being, stand in the shoes of the inmate whose picture I have drawn for you, of course not with the remotest thought of being a real felon, but in the awing silence of the situation when even you might think active thoughts, and answer me truthfully, as an editor are you rusty?

You are? Well, thank heaven, there is hope for you yet. Confessing you are, even remotely a derelict on the sea of time, leaves room for improvement, and honestly, I never did think I could feel at home or even in a degree comfortable where I was the only sinner in the lot.

With something to start on let me pick up the threads of my discourse and weave them into a garment that you can put on and wear with, well, perhaps pleasure and profit.

Wherein are you rusty? Yes, I know you would like to tell me how many errors in that direction I am making; I am built that way myself. But that is not what I am on this program for. You may talk all you wish to after I have finished, if those having a right to permit it will let you.

In a business sense the rusty editor is he who is not bright enough to grasp and make use to advantage of a proposition that might bring him profitable returns. Let me present a case in point.

Nearly five years ago I was elected secretary of a building and loan association in my city, a position I yet hold. Right away I concluded that if the association was a good thing advertising would better conditions. Just at that critical moment there came into my hands a booklet of well written and displayed association advertisements that had been prepared by an expert at large cost. Fortunately the association had a level headed, broad minded, pushing board of directors who readily saw the force of my arguments in favor of trying those advertisements for a year, there being fifty-two of them in all, providing for a change each week. They proved the right thing in the right place, bringing good returns. I was sent as a delegate to the state league of building associations, naturally spoke to a few of what my association had done and they thought it wise to see that I was put on the program for the next annual meeting of the state body with my subject, "How Best to Advertise the Local Association."

My first step in preparation for my address was to get authority from the powers that be to find out just how much and what kind of advertising the association members of the league were doing. A return card enclosed reached me in reply from those I queried and with reliable facts for a basis I prepared and delivered the address "as advertised." The keynote of my advice to the associations, based not only on my about thirty-five years' eperience as a publisher and handler of advertising, but the direct test I had made for myself, was to advertise in the local home paper, by all means the most satisfactory in profitable returns for the cost involved. It is too early yet to determine what effect my talk may have had on association people. With over 540 such organizations in the state it was my aim to influence those outside of Chicago at least, say 400 of them, to appropriate at least $50 each per year for newspaper advertising, a tota of $20,000. If used with the judgment my local association showed, the net profits could not fail to be highly gratifying to the experimenting advertiser who would continue a good thing.

To the publisher not rusty following the business created by that one line of advertising would be the advertising patronage of the contractor, lumber dealer, painter, mason, plumber, paper hanger, etc., for all get busy when cash is secured to pay for moving the wheels. The real estate man also finds sale of lots not otherwise possible or exchanges of homes brisk. They all hinge upon the effect of the association push.

Brothers, why not be practical, make the plea we all repeatedly publish for the growth of our cities possible of accomplishment by first securing the sinews of war, getting into our advertising columns the claims of associations. What I worked for to the mutual benefit of association and publisher was to turn into the hands of publishers not only the $20,000 a year advertising of the associations but the whole combination of other advertising in train I have noted, perhaps four or more times that sum.

The start has been made by me in your behalf for this income is worth the while getting. Upon your co-operation depends its eventual success. Must my attempt to brighten fail through your rustiness? I certainly hope not. Do not rust.

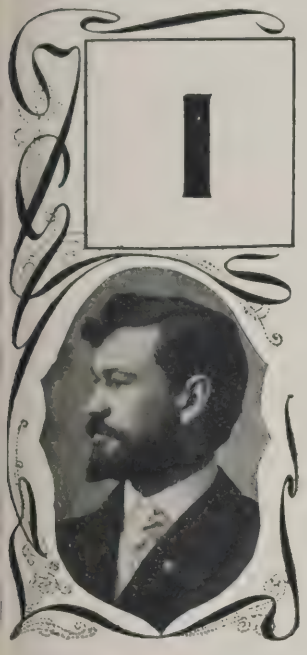
In part because of the interest I had shown in bringing loan associations to the front I have been made a member of the state league publicity committee and was recently elected its secretary. On my suggestion and upon plans of my designing state wide publicity is to be attempted this year. Whether the $100,000 of advertising I have described is to go into the tills of the publishers of this state and in its wake your town be a live one of home buiders and owners is for you to say who are approached by the secretary of your local building association with a proposition he will thoroughly explain to you.

As an echo of the 1909 annual meeting of this associa-

(*Continued on page 609*)

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.



I HAVE an additional thought or two on the subject with which I introduced this department last month: When a newspaper gets established on a cash-in-advance basis, this means that thereafter, if anyone is receiving the paper, he has ordered it, and, what is more important to both parties to the transaction, he has paid for the service in full. It means, moreover, that when the term of subscription is up, the subscriber will not need to take a club to the editor in order to have the paper stopped, for, after a due and courteous notice is given, if a renewal is not made within a reasonable time, the publisher should accept that as prima facie evidence that the paper is not wanted another year, and, accordingly, drop the name of such subscriber from the list.

There are so many advantages, to both subscriber and publisher, in this pay-in-advance-stop-when-up system, that the only wonder is that any newspaper is run on any other plan. It does away with all that unpleasant feeling that inevitably grows up between an editor and his chronic delinquents. The one dreads to meet the other because he knows the other hates to meet him. It does away with the everlasting disputes over credits and debits in the subscription accounts, which are a constant menace to the peace and happiness of thousands of country newspaper men.

It puts an end to the shameful imposition which in the old way is eternally being practiced upon hundreds of readers, by forcing upon them, year after year, a paper which in many instances they do not want, and to get rid of which seems as utterly impossible as the annihilation of the hunchback in Arabian Nights. Likewise it precludes the imposition from the other side, by which so many well-meaning publishers are cheated out of hundreds of dollars on subscriptions every year, by dishonest people who would accept and use a newspaper for life, without protest, until a bill for the service is presented.

It reduces bookkeeping to a minimum; and, if there is any money in selling newspapers at the popular price, it will show up on the right side of the ledger as "cash on hand" rather than cash in other people's pockets. And such a condition will not only mean a better living for the editor and his family, but better wages for his employes, better machines in the print-shop, and in the end—better newspapers for the people—better and bigger values for their cash paid in advance.

I would be glad to hear at length from some of those brave pioneers in the adoption of this cash-in-advance plan. I feel sure that a review of their experience with the system would prove edifying to the rest of us.

As my attention has been called to it by Publisher Harry M. Leslie, Robinson, Kansas, I notice that the make-up man on this journal made me ridiculous in my comparative review of the three advertisement specimens from W. U. Luttrell, Franklin, Illinois, as reproduced on page 488 of the National Printer-Journalist for July. Exhibits 3 and 5 became transposed, thereby giving first place to the poorest specimen, and likewse lowest position to the best. The language accompanying the reproductions was clear enough, I trust, to show the error, but it is nevertheless deplorable.

Lakefield, Minn., June 15, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Some time ago I received your kind letter, informing me that you had failed to receive the specimens I sent you for criticism. I have been very busy, and so have not been able to send them before this, but am now enclosing them herewith.

I notice you addressed my letter as publisher of the Standard. This is a mistake, although my name is the same as my father's. I am twenty years old and have been working at the printing business for only two years, or,

since I finished high school. I have charge of the job work in the office, but occasionally have to switch and help out on ads. Therefore, I desire the criticism in order to improve my work. I have tried to abide by your suggestions offered in the November, 1910, issue of the N. P.-J., in which you criticised some of my ads. I'm sure the criticism of the enclosed ads will be very much appreciated by me.

Sincerely yours,
RAYMOND H. LUENEBURG.

That this clever young printer has profited by the advice offered him on the former occasion

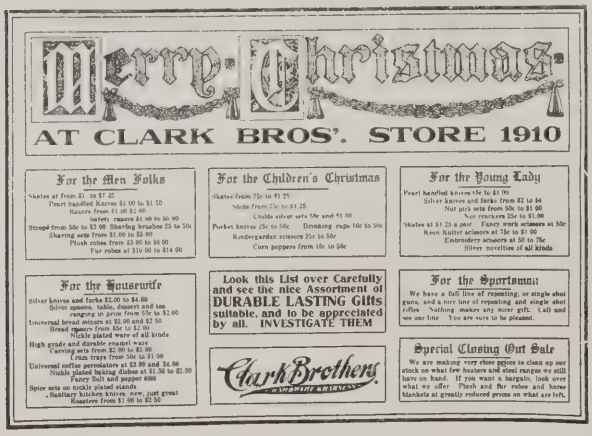

Merry Christmas
AT CLARK BROS'. STORE 1910
For the Men Folks
For the Children's Christmas
For the Young Lady
For the Housewife
Look this List over Carefully and see the nice Assortment of DURABLE LASTING Gifts suitable, and to be appreciated by all. INVESTIGATE THEM
For the Sportsman
Clark Brothers
Special Closing Out Sale

Exhibit 1

mentioned is conspicuously evident in his work and eminently gratifying to me. Two of his latest advertisements are shown herewith as Exhibits 1 and 2. One of these in the original occupied a half-page space, while the other was a full-page specimen. They prove beyond question that their creator has a fine grasp of the main rudiments of good composition: His panelling is sane, his display judicious, and his massing and whiting out cleverly executed. His earlier fault, as complained of in my former review of his work, has been entirely eliminated. For a young lad of such limited experience, I consider this unusually good work.

Lakeview, Oregon, June 15, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover I am sending you three copies of the Lakeview Herald which I hope you will be so kind as to criticise upon in your department of the National Printer-Journalist. The Herald is printed on an old Adams hand press and set by hand in old body type. We take some little pride in the looks of our sheet, considering the equipment that we have to put it out. Yet, we realize the room for improvement, hence, we are taking this opportunity to get your better judgment on some things.

Trusting that you won't be too severe on us and will take into consideration some of our handicaps and thanking you in advance, we are yours very truy,

LAKEVIEW HERALD,
By Ralph E. Koozer,
Manager.

Taking into account the handicaps as set forth in the foregoing letter from Brother Koozer, the Lakeview Herald is, indeed, a remarkably wonderful, because a remarkably excellent,

IMMENSE REDUCTION SALE
OF SPRING GOODS, 1 WEEK ONLY
GREAT CUT PRICE SALE Starts THURSDAY, MAY 25th '11
Summer Dress Goods
Ladies and Misses Spring Coats all go at 20 per cent discount
Ladies Petticoats
Woolen Dress Goods and Silk Wash Goods
Men's Clothing
Mens Summer Underwear
Mens Dress Shirts
Fancy Colored Table Oilcloths
Grocery Bargains
EDER'S CASH STORE
LAKEFIELD, - - - MINNESOTA

Exhibit 2

LAKEVIEW HERALD
"The Reliable Newspaper Of Southern Oregon"
LAKEVIEW, LAKE COUNTY, OREGON, THURSDAY, JUNE 15, 1911.
WOOL WAREHOUSE MEN CONTROL SITUATION
HOUSES ARE BEING BUILT BEREFT IN LAKEVIEW
BEND BOOSTERS WILL ARRIVE NEXT SATURDAY
CHRISTY COMEDY COMPANY COMING TO LAKEVIEW
GREAT NORTHERN LINES PLAN MORE PUBLICITY
C. L. KENT AGAIN ARRESTED ON THIEVERY CHARGE
WELL-KNOWN LAKEVIEW MAN DIES AT ALKALI LAKE
SAWDER'S SHEEP DOG SHOWED RARE INTELLIGENCE
GIRLS' CLUB GIVES FAREWELL PARTY FOR MISS EMMA SHARPS
LAKEVIEW GIRL MAY BE GODDESS OF LIBERTY

Exhibit 3

its 1 and 2. One of these in the original occupied a half-page space, while the other was a full-page specimen. They prove beyond question that their creator has a fine grasp of the main rudiments of good composition: His panelling is sane, his display judicious, and his massing and whiting out cleverly executed. His earlier fault, as complained of in my former review of his work, has been entirely eliminated. For a young lad of such limited experience, I consider this unusually good work.

weekly newspaper. The front page, which I am showing as Exhibit 3, is one of the dandiest in the world. I call particular attention to the

fine contents, the uniformity and tastiness of headings, and the perfect balance achieved in the mechanical makeup. And, although the Herald is impressed after the old-fashioned way, the old type shows up with an even clearness that is conducive to satisfaction. As intimated, the news-service offered by this paper is excellent; and the editorial work is far in advance of that commonly accredited to country weeklies. The editorial department proper deserves special mention: It is a unique admixture of the topical and argumentative styles and is set to double column measure. The choice of subjects is commendable. Aside from the first page, the mechanical make-up cannot be praised, because the column top is the place for reading matter, properly, and not for displayed ads. Considering the type faces which the compositor is compelled to employ, as a rule, the displayed spaces have been pretty well handled; I do not mean to say by this that there are not some good faces, too, in the Herald's equipment, for there's the good old DeVinne, Mazarin, Jenson, and some Cheltenhams. The variety is a greater fault, perhaps, than the styles of type. Brother Koozer is only manager of the sheet; M. B. Rice is evidently the publisher.

Brownstown, Ind., June 14, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—I certainly enjoy your "Newspaper Criticisms" and first page reproductions in the National Printer-Journalist.

I am sending you by this mail a copy of this week's Banner, for criticism in the above department.

Owing to the amount of advertising this week, some of the pages are not made up as I would like to have them, but partially through the interest aroused in your department, I have taken some pains this week in the makeup of the first page.

Thanking you in advance for any consideration you may give the makeup, I remain, Yours truly,

A. J. BRODHECKER.

As I suppose many of the rest of you have noticed, there is a danger—a very imminent danger, forsooth—of the newspaper-maker falling into the rut of neglect and indifference as to things about the calling which easily become irksome and monotonous viewed through the vision of indifference, which, however, are spicefully varied to the man whose eye is brightened by enthusiasm. This is one of the rare beauties of trade journals—of reading trade journals—it is conducive to inspiration and interest. And Brother Brodhecker's experience as hinted in the foregoing letter bears me out in that assertion. Judging from this first page of the Banner (Exhibit 4) the inspiration received by Brother Brodhecker was a wholesome one. The page is pretty cleverly gotten up; the balance is almost perfect, and the whole attractive and inviting. All editorial writings in the Banner are creditable, and a good editorial column is maintained, which is ideal in the respect of being generally founded on topics of local interest. Country editors are fast learning that the current events of local interest furnish as fine a field for editorial features in their papers as the current events of national interest do for the greater dailies, and it is good that it is so. The Banner is an all-home-printed publication,

BROWNSTOWN BANNER.

...FLAG DAY...

DEATH RECORD.

COUNCIL MEETING

AUTO RUN.

FATALLY INJURED

Exhibit 4

and in the main is fairly well impressed; the advertisement composition, however, is unusually poor; it lacks borders, artistic taste and design. The gathering of the local news is evidently very thoroughly attended to, and the printing of many letters from local correspondents is doubtless a big factor in the success of the Banner as a newspaper. I shall consider it a favor if future copies of this publication come to me for inspection.

Chardon, Ohio, June 17, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—In a copy of the Printer-Journalist, note that you are making criticisms and commendations on sample copies of papers submited to you, and I would like to have you scan the sample copy of The Record, which I am sending you.

Geauga is the smallest county in Ohio and a Republican stronghold. This paper is the only one in it that treats news with display according to value, as in the city.

If you say anything about it, would be glad to have you send me sample copy of the Journalist containing same. Hoping that you may have the time to devote a few moments to it, I am, Yours very truly,

PAUL E. DENTON,
Editor Record.

Personally I have never subscribed very warmly to the plan of featuring up the news, in weekly papers especially, so strongly as is practiced in the Geauga County Record (Exhibit 5). This, however, does not make it wrong. I think illustration of news events by halftones is highly commendable; and headings, too, are good, if not of such sensational type as those in the Record. I approve of double and

GEAUGA COUNTY RECORD.

VOTE MONDAY FOR WATERWORKS AND SEWERS

LAST CAMPAIGN MEETING FRIDAY

Prof. Wm. T. Rogers Dies; His "Cantilena" Lives

SCHOOLS WEAK IN ATHLETIC FIELDS

Will Enjoy Honeymoon Trip in Their Automobile

SOME FACTS OF NEW TAX LAW

TO HOLD PIONEER PICNIC AUG. 25

SAYS HIS VOTING IS ABOUT WORST

LIFTS INSURANCE THEN BARN BURNS

Result of Election Monday Means Much to Town's Future

SCHOOL ISSUES FIRST ANNUAL

ALUMNI BANQUET SATURDAY NIGHT

PIONEER IS DEAD

COUPLE WEDDED FOR FIFTY YEARS

CHURCH NEARLY 100 YEARS OLD

SEE MOTHERGOOSE

WOMAN SCALDED

HURT AT PARTY

Exhibit 5

triple-deck headings over important stories, but, again, must insist that they are kept within lines of more modesty than these in the Record. Numerous headings give a newspaper page a newsy aspect and therefore make it attractive; but in the way of attractions we must draw a sharp line between sense and sensation. A perusal of a few of the news stories in the Record's columns is sufficient to convince one that the man who writes them is a newspaper man with a pretty clear knowledge as to how a news story should be told. The abundant news service shows how thoroughly the reportorial work is done, and this is supplemented by numerous correspondents' letters. To use one of its own expressions, the editorial department is built upon the "cut-to-the-quick" plan. It is democratic in tone, makes its points by citing current facts, and, withal, is strictly modern and well-worded. The Banner is a seven-column quarto, makes up its pages pretty nearly right, and has a ready-printed inside. Advertisement composition is mediocre. In conclusion with this review, I cannot forego asking Brother Denton what sort of opinion he has of those Record readers who do not subscribe but who ask for a free sample copy every time an item about them is printed?

Sycamore, O., June 12, 1911.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—We read many of your comments in the N P.-J. and am sending you copy of Commencement Number of the Leader to see what improvements you wouldd suggest. There are several changes we would have made with sufficient time, but two large jobs were on tap at the time and something had to be slighted. The "short measure" stuff was lifted from a manual being printed and used without being run over. The editorial column was also absent on acount of extra matter. We went to press 12 hours after the closing of the commencement program, running 300 extra copies for extra sales.

Very respectfully yours,

H. C. RAMSDELL.

As those who have been readers of this department for any length of time can testify, I

Commencement Number

THE SYCAMORE LEADER

Commencement Number

SYCAMORE, OHIO, THURSDAY, JUNE 8, 1911

ONE DOLLAR PER YEAR

1911 SYCAMORE HIGH SCHOOL COMMENCEMENT 1911

CLASS OF 1911

Close of Year's Successful Work—Annual Exercises and Festivities of Unusual Merit and Interest

BACCALAUREATE SERMON

GRADUATING EXERCISES TUESDAY EVENING

Exhibit 6

have always been an ardent advocate of special editions. By special editions I have been rightly understood as meaning editions of more than

regular importance, both in point of contents and size; but, to be special, an edition of a newspaper may not exceed in number of pages that of the every week editions. Such an issue is this of the Sycamore, Ohio, Leader. It has only eight pages, like the ordinary issues, but it is special in reference to contents. It is a "Commencement Number"—a school number. Any American community in which the school is not the most important and most popular institution is not worthy to have a newspaper, and any newspaper who does not reflect the sentiment of its local community, not only at commencement time, but at all times, is scarcely worthy the name. Happily, the Sycamore Leader is just such a worthy newspaper, and its coming forth on June 8th filled almost exclusively with stuff relative to the school and its annual commencement, was, in my estimation, a most commendable idea. The exercises, the baccalaureate sermon, the class, their essays, the faculty, the school building, history of the school, the school board, and a hundred other features connected with the school, furnished ample topics for story and illustration for this fine special edition. How nicely it was put up mechanically may be seen in a measure by studying the accompanying reproduction of the first page (Exhibit 6).

Bangor, Wis., June 30, 1911.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—We are sending, under separate cover, copy of last issue of The Independent for criticism. Kindly look it over, and tell us how, in your judgment, we can make it better for advertisers and readers.

Thanking you, we are, Yours truly,

FRANK B. GESLER.

The Independent is an eight-column folio, wholly a product of the home office. One cannot get away from the fact that the size is an ungainly one; but one of the first things noticeable about the Independent is its clean, legible print. The last two columns of the front page of the issue at hand, are given over to displayed advertisements. This paper gets a lot of advertising, much of which is from the large firms of La Crosse, Sparta and West Salem. Doubtless one of the Independent's finest features is its editorial department, which is set to double-column measure in ten point. Here Editor Gesler proves his ability as a thinker and writer. His editorials consist of both paragraphs and headed topics, all of which show an original and independent choice of subject. The local news service is supplemented with several letters from correspondents in nearby localities, which is a feature that should never be curtailed. Generally, my suggestions for improvements of the Independent would be these: First, all advertising matter should be eliminated from the first page. However, if this is for the present impracticable, without the loss of the bankers' advertising, then, these two ads should be placed, for instance, say, one at each lower corner of the page. All local news should be featured up as attractively as possible, the editor to limit himself in no instance, but enlarge upon each theme, and head up each story accordingly. As an excellent suggestion, suppose double-column heads, of one or two lines, with a single-column, inverted-pyramid sub-head, be placed at the top of the two first, two last and two central columns; for the two intervening columns, double-deck, single-column heads could be written. The balance of the page could be filled up with single-line heads over short local items. This would give an entertaining aspect; and, I know, that the Independent editor understands how to put up such stories as I have here suggested, because this copy before me contains several such of sufficient length and importance to take

BANGOR INDEPENDENT

THE BANGOR INDEPENDENT

WINONA BUSINESS COLLEGE

Sale Bills PRINTED

WINCHESTER

For Young Man

For Hot Air, Steam and Water Heating, Plumbing and Tinning, see Miller & Drecktrah

MILLER & DRECKTRAH

GOING OUT OF BUSINESS!

July 3rd at 11 o'clock, P. M.

This Great Sacrifice Slaughter Sale

Will absolutely come to a Close. NOW is the TIME to make the Big Saving

J. A. Tennies, - Sparta, Wis.

Always Call For a Bangor Cigar

Hussa's Beer

Stickney Gasoline Engines ARE THE BEST

Exhibit 7

headings of the styles mentioned. In contents the balance of the paper need undergo no change; but in style of make-up, I would recommend absolutely the reverse of that which is in evidence in them today. In making up these pages the largest ads should be placed at the lower right-hand corners. Above these should be placed the next largest spaces, above these again the next largest, and so proceed until the page-top is reached. By following out this system, some such an effect would be achieved as

I have endeavored to show in Exhibit 7, which I have gotten by cutting the editorial page of the issue at hand, into sections, and pasting these sections over another page in the shape in which I think it should have originally been made up. I can not at this writing tell just how clearly this reproduction will come out, but I hope it will prove sufficiently legible to illustrate what I am driving at. By following this method of make-up, where the ads are not too numerous, it is always possible to give a large percentage of the spaces a position next to reading matter, and lends to the page a neat, compact, sensible appearance. In short, it reduces the make-up of the page from the accidental to the intentional, and method always tells.

Alexandria, S. D., June 10, 1911.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover I am sending you copies of the Herald, just to see what you will have to say of a sheet pubished in a Dakota town with a population of 935. The equipment here consists of Junior Babcock Reliance, two jobbers, folder, and other small machinery, and I think it a pretty "classy" print shop for a town this size. Give me your opinion after holding a post mortem over the papers I am sending.

Very truly yours,

E. B. YULE.

THE ALEXANDRIA HERALD

END OF SCHOOL YEAR

FEW CASES FOR TRIAL

MURDER AND SUICIDE

FORTIETH ANNIVERSARY

Exhibit 8

Sorry to have to begin this review with a correction, but Brother Yule has made such a bad choice of expression in the closing of the foregoing letter that I cannot forego calling his attention to it: It was very wrong to suggest a "post mortem" over so live a proposition as these copies of the Alexandria Herald. Judging from the facts set down in the above letter, the Herald certainly does emanate from a "classy shop," and I am ready to testify that there is

Great Discount Sale of

MEN'S AND BOYS' CLOTHING

Beginning Friday, June 2

and continuing one whole week, we will offer some great bargains in men's and boys' high grade clothing. We wish to reduce our stock somewhat in this line, and in order to make the goods move rapidly have decided to make a

DISCOUNT OF 25 PER CENT

on everything in the clothing line. This will include men's and boys' suits, odd pants, rain coats, etc., all of the strictly up-to-date and high quality always found at our store. You all know about our clothing—about its many superior points—and it will only be necessary to tell you of the reduced prices for this bargain week to make the sale a success in every way

20 Per Cent Discount on Summer Dress Goods

In order to give the women some bargains during the same week, we will offer a discount of 20 per cent on the following lines of summer dress goods: Organdies, Dimities, Lawns, Cotton Batiste, Soisette, Chiffon Voile, India Linon, Priscess Mull, Linweaves and Persian Lawns. These are all seasonable goods, and the 20 per cent discount will apply to the lines mentioned. It will pay you decidedly to take advantage of the bargains offered during this coming sale week.

Where You Get the Same Goods for Less Money

Pitts Bros

HANSON COUNTY'S BEST STORE

Where You Get More Goods for the Same Money

Exhibit 9

some class to the paper, too. What I have been endeavoring to depict by wordy paragraphs in reference to "modesty" as applied to newspaper headings and typographical make-up is admirably exemplified by the pages of this handsome modern weekly, the first page of which I am showing as reproduction No. 8. Time spent in a careful study of its fine simplicity and exquisite balance will most certainly not be lost. I am charmed by the excellence in every department of this sheet's making. The news service is so

MERCHANDISE PROBLEMS SOLVED

Our Store Provides Everything in the line of Wearables

IT will pay the people of Hanson county to keep in close touch with our store. We have at all times the best and newest in the lines of merchandise, and are continually on the watch for new staples and novelties in every line. For the ladies this store provides everything in the line of wearables, and we take particular pains to secure quality goods--the kind that will give the very best of satisfaction. Your attention is called to the offerings listed below, which are but a few of the seasonable lines always found here:

Fancy Collars

Silk Gloves

Men's Dress Shirts

Jackson Corsets

Men's Work Shirts

Where You Get the Same Goods for Less Money

Pitts Bros

HANSON COUNTY'S BEST STORE

Where You Get More Goods for the Same Money

Exhibit 10

good that I cannot see how it could be improved; the impression is first-class, the composition even of the straight matter is above adverse notice, while the displayed columns are studies of expert construction; the editorial work, both as pertaining to the news writing and the editorial comment itself, is of a highly able char-

acter, so that there is practically nothing left for the critic to do but admire. But I'll not stop before I've also shown a couple of the fine half-page ads. (Exhibits 9-10).

* * *

The next reproduction (Exhibition 11) is of the upper portion of the front page of the Public Opinion, by Harry J. Green, Decorah, Iowa. In standards of excellence this sheet is right up alongside of the creditable subject of the foregoing paragraph. It is linotyed, too, and doubtless emanates from a shop whose equipment is none less modern and complete than that which the Alexandria Herald's publisher described. Its contents are as fine as I have ever seen in a weekly newspaper. There is an abundance of short local items besides the solid

Decorah Public Opinion.

THE SIMPLE LIFE OF A COMMONER

NEW LAWS JULY 4TH

THE SALOONS WIN OUT

Exhibit 11

front page of headed stories, and a page or more of country correspondence. There is no editorial department proper, much is the shame, but every page is crammed full of local stuff—and good stuff it is, too, consisting principally of headed news items. The make-up throughout is creditable. The advertisement composition is the only feature anent which I could conscientiously offer any complaint. That is rather low grade, lacking as much in typography as in artistic treatment.

RUSTY EDITORS.

(*Continued from page 602*)

tion at Ottawa and Marseilles, Starved Rock in my county of La Salle is to become a state park. With my hand on my heart and the most fascinating bow I can make permit me to thank the brothers who were there and all editors otherwise aiding especially in the success of the movements in park direction for I feel certain that to your generous action the triumph is in large measure due.

Along with that same echo I recall that Messrs. Snively, Castle, Adams and Page, a quartet you all know to be capabe of making things stir when they get started, were all of the same mind, my proposition and plan for the publication of the laws enacted yearly by our representatives in the newspapers of the state was deemed untimely, not feasible anyhow and obtaining an appropriation to cover cost of publication they thought but the brain fag of a rusty editor like yours truly. And yet but once brought before the publishers in the right light such a measure or advisable amendment of it would have the solid support of the press of the entire state, active, unyielding, compelling. Why was the Starved Rock appropriation secured when for law publication such a result could not be? Is the power of the press less in the one case than the other? With publishers unanimous in the wisdom and justice of law publication, in full belief that knowledge of the laws expected to be obeyed shoud precede punishment for violation, and confident that cost of publication of the laws in large measure would be met through obeyance of law whose cost of prosecution now for infringement is enormous and ever increasing, why do publishers stand trembling on the brink? Make the plunge in behalf of the people of the State of Illinois who regard law and order, good government, of paramount importance.

Your attorney general has repeatedly said there is an excess of law making. Heed his warning by making it too expensive for our citizens to be burdened with a flood of legislation for which there is no sensible demand. Let the clarion call go out to our world, give us less and better laws and teach the people what those are.

For one I protest, with all the influence I can command, against the inertness of the press on this great question.

Occasionally you will find opposition to publication from a party who will claim that if the laws were published they would not be read nor obeyed any more than they are now. Right now get this in your mind and keep it actively there, such a one need not apply to me for a position in my office as advertising solicitor. Work without faith is dead, to reverse a popular saying. The position taken that law publication would be valueless is untenable, false on the face of it, as any publisher of considerable experience well knows through ample test right at his own home town. Let me quote but one case where even "out of the mouth of babes proceedeth wisdom." In my city there is an ordinance against coasting on the street on a bicycle with the hands off the handle bars. A little mite of a girl, merely a second grader in school if you please, who saw a violator of the ordinance whom it turned out had not yet read nor heard of the ordinance, called out to him, "Say! You'll be arrested if you don't stop that!" The lad heeded her warning and that promptly.

There may be editors who have for readers the unintelligent and heedless class referred to, to whom all instruction or warning is useless. Mine are of a different build. The per cent of those who would profit by law publication cannot fail to be as great through the influence of the press as arises from any power exerted for good. The people pay dearly for all effort that uplifts the human race and in the main it is worth all it costs. Why not put their money into law publication by the press, the least costly in proportion to probable returns of any known agency?

To rust is to be inactive. A rusty editor is one who, knowing a great need and his duty therein, sits and snoozes on what should be the firing line.

AN INCIDENT OF THE VISIT TO REVERE BEACH

The Clam Bake at Revere Beach, Boston, on the evening of August 3rd, was one of the great events of the Ad Meet in Boston. Ernest H. Pierce was alive to the importance of the occasion for his beloved Revere and got out a splendidly illustrated issue of his Revere *Journal*. Everyone of the thousands present from all parts of the United States and Canada was handed an extra copy of the paper. Mrs. Pierce helped in the work, standing at one entrance with the newsboys, handing out copies of the paper with cordial smiles and good wishes.

Revere has the finest beach in America, of which her citizens are properly proud. The first page of this issue of the Revere *Journal* contained a welcome to the visiting delegates, and the remaining pages contained halftone illustrations of the Beach, and of its structures fitted to accommodate thirty thousand bathers at a time, and of the principal buildings of Revere, among the rest, the celebrated Town Hall builded in honor of Paul Revere and containing oil paintings of the hero and of his historic ride.

Convention of Associated Advertising Clubs of America

Boston, August 1-4

THE GREATEST GATHERING OF ADVERTISING AND NEWSPAPER MEN IN AMERICA—2,700 IN ATTENDANCE.

BY B. B. HERBERT.

ADVERTISING has become a leading educative and commercial and industrial promotive feature of newspapers and periodicals. It also contributes largely to the support of the press in the broader but scarcely less important work of giving the news and diffusing knowledge and correct, inspiring interpretations of events, teaching good citizenship, better living, purer, higher, nobler ambitions and efforts.

Advertising has come to command the highest consideration of all progressive men in every department of human endeavor, whether in commerce, the productive manufacturing, agricultural and other productive industrial avocations, or in educative, religious, humanitarian, sanitary work; home, rural and city improvement, beautifying and betterment and in all of the other fields of altruistic work for the uplift and betterment of individuals, communities, cities, the States or the Nation.

Advertising brings to each, with direct appeal, all the means for better conditions, more comfortable living, greater accomplishments and attainments.

With the better understanding of its uses, possibilities and influences, a higher responsibility, a strict honesty and morality, have come to be generally demanded for all advertising and on the part of the advertisers. It was one of the highest pleasures of our attendance on the sessions of the International League of Trade Press Clubs, as a branch of the great advertising meet, to hear on all sides and from every speaker, the advocacy of the principles and ideals as to advertising which we have taught and endeavored to enforce in the pages of the NATIONAL PRINTER-JOURNALIST for now nearly twenty-four years. Even as late as fifteen or twenty years ago, we knew that it was a prevailing view among a very large majority of publishers that the only responsibility was to insert advertisements in accordance with the agreement made with advertisers and collect the pay therefor, but what a glorious change has been wrought! The universal cry is for absolute truthfulness, cleanliness and honesty or making good all that is promised, in the advertisements.

The recent convention was not only signalized by the large attendance, by the high ideals enunciated, by the able, practical addresses, but by the broad hospitality extended and the splendid and perfect arrangements made for the forwarding the work of the convention by the Pilgrim Publicity Association of Boston, the people and the press heartily co-operating. The National Editorial Association of the United States had a taste of Boston's generous hospitality, thoughtfulness and wise arrangements and provisions for the success of a convention and the comfort and pleasure of the members, just twenty-one years ago, in early September, 1890. Then there were only about four hundred in attendance as against twenty-seven hundred at the great convention of the Associated Advertising Clubs of America. It was extremely gratifying to know that men active then are still on hand, though ably aided by younger men and in many instances by their sons, who have of late taken up the burdens of business.

Col. C. H. Taylor of the Boston *Globe,* who acted as toastmaster at the ever-to-be-remembered banquet tendered to the National Editorial Association in 1890, most ably and gracefully filled the same position at the banquet to the Associated Advertising Clubs of America this year of 1911.

One incident that comes to mind with regard to the banquet of 1890, contrasted with an incident of the banquet of 1911, was that, then, the retiring president was presented with a modest gold watch, while the restiring president of this newer organization, besides a silver set of three hundred pieces presented in the convention, was given a great loving cup wrought out of a solid piece of silver and a splendid tourist automobile worth thousands of dollars. Automobiles were scarcely known at all in this country twenty-one years ago, and this incident is cited as most strikingly illustrating the progress made as well as the increase of wealth among those who have to do with advertising in this later day.

The papers of Boston gave most extended, graphic and magnificent accounts of the proceedings of all the sessions, and when it is stated that eleven different departments were holding meetings in separate halls at the same time, and that fifty addresses were given, in this way, all in one day, some idea can be formed of the extent of the task imposed upon the reporters in addition to the regular work and assignments. No branch of news was neglected and all the visitors were convinced, whatever might have been their views in the past, that the Boston press, as represented in the *Daily Globe, Herald, Transcript, Traveller, Post, Journal, and Monitor,* is the broadest, most cosmopolitan, if not the ablest of that of any city of the Nation. We are indebted to the Boston papers for much of the following account of the leading events, that were given additional value through the able manner in which they were recorded. Of the first session the *Transcript* said, among much else of interest, which must be eliminated for lack of space:

With band music, singing of catchy and tuneful songs and addresses sparkling with humor and wisdom the seventh annual convention of the Associated Advertising Clubs of America was opened shortly before eleven o'clock in Faneuil Hall. Every seat was occupied, many stood and several hundred were unable to gain entrance.

The addresses were as follows: Governor Foss, welcome, for the Commonwealth; Acting Mayor Collins, for the city; President George W. Coleman, for the Pilgrim Publicity Association, the host of the convention; and President S. C. Dobbs, for the national body. Clarence Ousley, of Fort Worth, Texas, Lafayette Young, former United States Senator from Iowa, and J. Proctor Humphries, of London, England, made the responses.

President Dobbs said in part: "We were glad when they said unto us, 'Let us go into the city of Boston, where we will learn of them that have much knowledge and great renown.' And here we are.

"We have come from the sunny slopes of far off California and from the rugged green-clad hills of the great Northwest. We have trekked from the wide plains of Texas. We have laid down the shovel and the hoe and wended our way from Dixie land to the land of our forefathers. The breezy, hustling Westerner, and the no less earnest but timid Southerner, come like the lion and the lamb to sit at the feet of the propounder of wisdom and there to get knowledge.

"Our cousins from across the sea have come again—not in conquest, but in affectionate and earnest co-operation and good-fellowship. And we are all glad we are here. We have combed the alkali dust out of our hair and washed the cobwebs from our brains, and we have feasted on Boston's famous dish to our stomach's content.

"Now we purpose to feast for the enrichment of our brains. And we hereby serve you notice that we are a hungry lot.

"For nearly three centuries we of the South and the West have come to you when our purses were empty From you we have received the fundamentals of our Western civilization. And in your halls of learning our forefathers obtained their education, and their sons and sons' sons come back to old Harvard, and Yale, and Brown, and Dartmouth, that they may be taught the wisdom of men.

"It is quite fitting that we should come today to set in motion one of the world's greatest educational influences—clean, truthful, honest publicity.

"The password into the ranks of the twelve months has been education. The motto nailed upon our walls today is, education upward, believing that the surest and best way to make men better is to have them think better, for when a man thinks along high lines so shall he live.

"Your welcome today stands as a fitting refutation of the idea that the cordiality of the East is a whit less fervent than that of the South, and the good fellowship of the North is of a less warmer type than that of the West. And we all say with one accord, 'It is good to be here.'

"We are men with a mission. For two years and more we have steadfastly held to a purpose. That purpose is to educate the advertisers of the country that there is but one kind of advertising that will be permanently profitable and that is honest, truthful advertising. And at the same time we are endeavoring to teach the American people the believableness of advertising and forever stamp out the stigma of untruth, which is so often applied to advertising, and banish from the minds of the people the thought that an advertisement of a corporation or firm is in any degree less reliable than its signed statement.

"For four days we shall enjoy your hospitality. We shall walk with you to America's most sacred shrines of history. We shall eat your Boston beans and brown bread. We shall devour your clams and your lobsters. And possibly some lobster may render himself liable to the charge of cannibalism. We shall enjoy it all. But we shall not lose sight of the fact that the four days that we spend in this delightful city by the sea will be largely educational."

GOVERNOR FOSS PRAISES TRUE PUBLICITY.

Tells Advertising Men that the People Demand Knowledge of What Their Servants in Office are Doing.

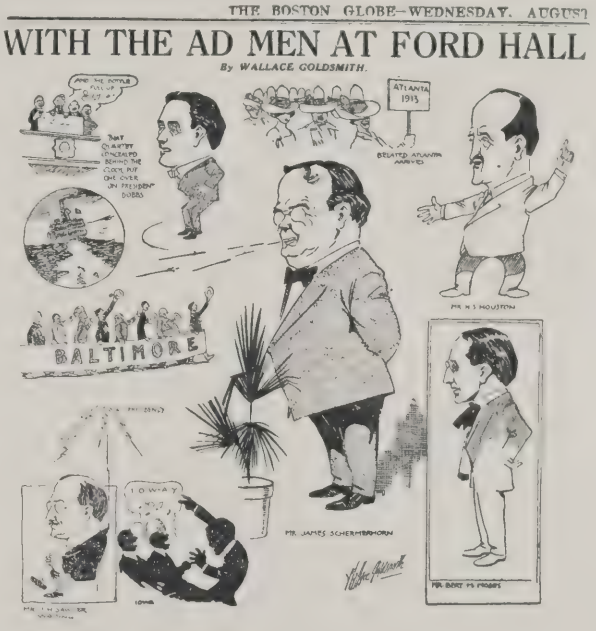
Governor Foss welcomed the delegates on behalf of the Commonwealth, saying, in part:

"You are acting in full accord with the tendency of all modern business when you come together to confer and to lay broader plans for the development of your work and your profession; and on behalf of the Commonwealth I desire to extend to you a cordial greeting and assurances of our pleasure that you have chosen Massachusetts for your conference. I speak of your work as a profession because a highly specialized vocation which demands such a broad foundation of expert knowledge and skill is, in my judgment, a profession.

"When the work of the advertiser is done in a genuine, sincere and successful manner, his profession is, in fact, an honorable one. I am glad that the advertising fraternity has taken, year by year, a higher and broader view of its work and that this work is, therefore, universally recognized as calling for the sterling qualities of candor, sincerity and truth. Advertising could never have become the mighty force that it is today if it had not become purified through the farseeing and businesslike efforts that your profession has made toward this end. And the result is that the duly accredited advertising man holds the respect and confidence of manufacturers and merchants everywhere.

"As a manufacturer of machinery, I can bear testimony that this business depends primarily upon publishing widely the exact facts in relation to the various machines made and trusting to these facts to stimulate that interest and confidence among buyers which will help the salesman to complete his work. With that statement I purpose to drop all reference to advertising and to talk for a few moments upon a broader and more vital topic, namely, publicity.

"When we speak of publicity we speak of the most powerful force that acts today in the world of business.



Cartoons of Leading Speakers of the First Day's Sessions

I shall not limit that statement to private business alone. It is just as true of public business and public affairs as it is of a shop, a factory, or a mill.

"The American people form by all odds the best educated and most open-minded public in the world. All they want is the truth, and when they get that they act, clearly, logically, and sometimes with surprising speed The public wants to know. It wants to know the facts. It wants the fact about a kind of shoe or a brand of flour. It wants to know the kind of stuff that goes into a suit of clothes or a package of crackers. And this isn't the end. This public wants to know just exactly what facts enter into every public affair. It insists on knowing exactly what actuates a Congress or a Cabinet officer in the course of action that is given out from the Capitol or from the departments. The one thing above all others that the public demands is publicity. It has learned to be very skeptical about any event that occurs in the dark.

"It wants the searchlight of the press turned all the time upon everything that affects its health, its comfort,

its safety or its prosperity. The time has long since gone by when the public or any small section of it is to be long kept in the dark. It wants to know exactly what is going on, all the time, everywhere, in all lines. And it is this irresistible public demand which has called into being the great force called publicity.

"Recognizing this popular demand, and knowing the justice of it, I resolved, when I became governor, to give the greatest possible measure of publicity to all matters passing through the excutive office. So strongly have I felt that this was the right thing to do that I have probably carried the principle to a greater extent than others might have thought consistent with the traditions of the State House. Even when vacancies in the membership of the Superior Court have occurred, I have let in full publicity upon the names and credentials of all who were suggested for the appointment.

"I have followed this course from the conviction that publicity is absolutely necessary today and that all conventionalities and traditions which are opposed to it must give way to this 'spirit of the times.'

"Against this force there is continually waged a bitter warfare by those who work in the dark. The manufacturer of an impure food product fights against publicity. The politician enlisted in the support of some monopolistic trust fights against it. Every influence and every power that is hostile to the public is enlisted against true publicity. In speaking of publicity I am aware that there is a distinction to be drawn between the kind that is freely accorded to matters of public consequence and the kind which is called advertising and which has to be paid for. But the purpose of both is the same—to inform the people. And both kinds are alike also in this: that they cannot win and permanently hold the confidence of the people unless they are honest, and unless they are of interest or of service to the public.

"I think it is a fact that the modern science of business publicity (advertising, if you like the term better), is of the greatest importance as a means of keeping the public informed; and then when it is wisely used for good purposes, it is a mighty force for progress. Nevertheless it is capable of gross misuse, and the charge is sometimes made that in modern journalism the advertising office shares too largely with the editorial department the responsibilities of the press. If such a condition arises and develops, in spite of the wisdom of editors and advertising men, then it will quickly cure itself; for a paper which does not recognize and impartially perform its duties will lose all prestige; and the publicity agent who encroaches upon the editorial preserves will also lose all caste.

"Gentlemen, with your united hold upon the avenues of business publicity you are confronted with a great opportunity and a tremendous responsibility. The forces with which you work are fundamental; the results you produce are far-reaching. It rests with you to maintain and build up the dignity and the constructive force of your publicity; to co-operate with the publishers of newspapers and periodicals everywhere, with the simple aim of making the printing press in America the greatest and the truest force in business and public affairs."

GREETINGS FROM ACTING MAYOR.

Collins Praises Work of the Advertising Men and Urges Battle Against Illegitimate "Ads."

Acting Mayor Collins was then introduced as the "man on the job while our Fitzy is in Europe advertising Boston."

The acting Mayor was loudly cheered and then got "three and a tiger" from the entire audience.

Mr. Collins told of the broadening influence of the advertising men's work, bringing them in touch with men of all sorts and conditions and in all walks of life. He made a strong plea for fair and truthful advertising and praised the delegates as men engaged "in stamping out illegitimate advertising and in encouraging legitimate publicity of all sorts."

"This convention," said the acting mayor, "represents in a sense, the coming to conscienceness of a great business. It is not so long ago that the advertising profession detached itself from the various forms of trade and commerce to which it had ministered and received recognition as a separate calling. Today specialization has advanced so far that it is one of the most important occupations and its influence is felt throughout the whole structure of society. Not only in the more familiar forms, such as the advertising columns of newspapers and magazines, in bill posters and theatre programmes, in the trade journal and the street car placard, do we recognize the activities of your members, but even political campaigns frequently reduce themselves into a struggle between publicity agents. Great cities have established publicity departments and in the far west railroads promote the development of the region which they traverse

SAILORS FROM THE U. S. BATTLESHIP GEORGIA DEVOURING WATERMELONS AT THE GRAND WATERMELON FEST IN COPLEY SQUARE AT WHICH THE ATLANTA, GA., DELEGATION TO THE AD. MEN'S CONVENTION WERE HOSTS.

by enticing, magazine portrayals of their fertility and attractiveness. In fact, the ramifications of your work are so intricate and extensive that they could not be removed without a violent revolution in the present day system of business.

"Not only is your profession an extensive one, but it is one of the most legitimate. Reduced to its simplest terms, it consists in the circulation of useful information, and you may fairly claim the emoluments, as you certainly must accept the responsibilities, of those who are engaged in conveying knowledge. Besides its commercial aspect the advertising business has a moral and an artistic side, and I am glad to note that these considerations will be discussed in some of the papers to be read at your convention. You certainly have a duty to the public as well as to those who employ you, and the more the people realize that the articles offered them for sale have undergone a process of criticism and selection at the

hands of those who advertise them, the more credit will attach to you and the higher you will rise in popular esteem."

"I see before me," he said, "men of all nationalities, men with a common purpose—and what matters it if they are of different nationalities, so long as they have a common purpose and true souls?

"It gives me an unusual pleasure to welcome you to Boston, the home of arts and the cradle of political liberty in America."

After the applause which was bestowed upon Acting Mayor Collins had subsided, the Dallas (Texas) party sang a few lines dedicated to the "Mayor—He's All Right."

PILGRIM SINGERS TUNEFUL.

Their Melodies Amuse the Hallfull of Delegates—Men on Floor Join in Choruses.

The Pilgrim Publicity Association's singers then got busy at the front of the floor and assisted by the fellow members scattered over the hall, they sang the following with telling effect:

We are pilgrims, hale and hearty,
And we give this little party
To the men who advertise,
In the kind but firm intention
That you'll like our first convention
In the town of enterprise.
You have come from Dallas, Texas,
And it pleasantly affects us
To observe the club from San Antonio;
You have come from Minnesota,
Colorado, North Dakota,
And we're glad you're here—and so—
Chorus:

Just put your badge on, stranger,
And there'll be no danger
That you'll miss our welcome, loud and strong,
For we're here to greet you,
And we're glad to meet you,
And we won't be strangers long!

The Missouri men have shown us
That they really must have known us,
And Atlanta does the same.
Though the distance was terrific,
Yet a band from the Pacific
Comes to add to Boston's fame.
And we hail with great elation
All the New York delegation
And the club that comes to us from foreign shore,
And we're gratified to tell 'em
That the town of cerebellum
Is one great wide open door.
So—

Chorus:

Other songs followed and they were decided hits from start to finish.

PRESIDENT COLEMAN SPEAKS

Head of Hosts Given Rousing Reception for Bright Speech.

President Dobbs had a few words of praise for the preparedness of the pilgrims for the convention dele gates before he introduced President George W. Coleman of the local organization. Mr. Coleman got a rousing reception.

President Coleman said that he thought that most of those present "would rather be here than in Heaven at this moment."

"Never before," said Mr. Coleman, "was such a galaxy of advertising stars gathered together as we find here. I want to tell you now that your welcome to Boston is unbounded. A year ago you gave us the convention at Omaha, when you had little acquaintance with us. We have carried out ninety-five percent of the programme that we had prepared a year ago, and in place of the missing five percent we have substituted ten percent of things that we had not thought of then."

President Coleman told something of the history of Faneuil Hall and Ford Hall. He mentioned some of the features of industries in which Boston leads, told of the city's park system as the most wonderful in the world, the educational and art leadership, and characterized Boston as the second center of population in the United States.

"We have but one fear," he said, "and that is that some of the delegates may get lost in our crooked streets. In some of them you can see just where the dog headed off the cow."

SING FOR ENGLISH DELEGATES.

"God Save the King" Greets J. Proctor Humphries Who Spoke for Them.

President Dobbs welcomed the twenty-one delegates from great Britain and said that so long as they came from the mother country they would be given a chance to rock the Cradle of Liberty. This hit met with a hearty laugh from all, including the men from across the water, who seemed to enjoy it as much as anyone.

Everyone stood and cheered lustily as President Dobbs referred to reciprocity and said: "We will now

THE BOSTON HERALD

THURSDAY MORNING, AUGUST 3, 1911—FOURTEEN PAGES

ADVERTISING MEN AND LADIES EATING LUSCIOUS GEORGIAN WATERMELONS AT COPLEY SQUARE, CUT BEFORE SPECTATORS THAT BLOCKED THE STREETS

FOUR JUDGES ARE NAMED BY GOV. FOSS

$20,000,000 SHOE MERGER IN ST. LOUIS

OPERA SINGER AND HUSBAND AUTO VICTIMS

27,000 SEE RED SOX BEAT TIGERS TWICE

welcome Canada." Then up the main aisle marched the Toronto delegation, twenty-five strong, dressed in the kilties uniform after the idea of that of the Forty-eighth Highlanders of Toronto. At their head was borne a large banner to tell everyone who they were and a Scotch bagpiper played lively airs.

The Toronto delegation looked happy and quickly communicated their happiness to the others. The new arrivals gave a yell to boom Toronto for the 1913 convention and there was an answering greeting from the singers on the floor. The Toronto men then were seated at one side of the stage.

Their uniforms were much admired. They consisted of Scotch hats, white coats, with broad red sashes across the breast and bearing the words "Toronto 1913" on them; green and red plaid knee pants and red and brown

stockings which left the leg bare for a few inches just below the knee; and white leggins above their shoes.

J. Proctor Humphries, of London, was greeted with the band playing "God Save the King," which was sung by all standing and the band playing. Mr. Humphries praised American advertising men as having been the originators of most of the progressive ideas in advertising and said that the English delegates expected to benefit by their visit here.

Mr. Humphries sat down as another stanza of "God Save the King" was sung. Then there were cheers for the king, America and finally for the English delegates themselves.

SENATOR YOUNG HUMOROUS.

Iowa Publisher Amuses All by His Brilliant Sallies.

Lafayette Young, a former United States senator from Iowa, kept everyone in good humor while he was speaking. He had been introduced as "from all the country," to respond to the addresses of welcome. He said that the Iowa delegates came prepared to paralyze the convention. Perhaps, he suggested, they would find themselves in the same situation as the negro who said that he went to war singing "Veni, Vidi, Vici" and came back singing "Vice Versa," so he told his friends.

Mr. Young said that ninety per cent of the school marms spent most of their time teaching things that people already know and that advertising men spend their time teaching people what they ought to know—where to buy rightly. This advertising work, however, must be kept up always, just the same.

To illustrate his point of "keeping everlastingly at it," Mr. Young said: "It is necessary to keep up this advertising; if it were not then Massachusetts might take down the signs at her railroad crossings, 'Railroad Crossing—Look Out for the Locomotive.' But she can't. They must be kept up because so many people read and forget. They must be informed again and again."

Mr. Young concluded by praising Massachusetts and Boston for their historical greatness and their present standing in the educational, artistic and industrial world. There was an outburst of applause when Mr. Young took his seat.

CHAPPLE AND OUSLEY CLOSE.

Their Speeches End the Greetings of Opening Session.

Joe Mitchell Chapple, publisher of the National Magazine, gave unstinted praise for President Hobbs, telling of the good work he had done for the Associated Advertising Clubs of America during his two years' administration.

Chas. Ousley, of Fort Worth, Texas, was called upon as the representative of the largest delegation—that from the Southwest. He was most cordially greeted. Mr. Ousley said that the welcoming speeches had made a deep impression upon all the visiting delegates. He told of a boy whom he chanced to meet in Toronto while on the way here, who begged of him a small American flag which he was wearing on his coat. "I want to be a Yankee," said the boy.

"You should be," the speaker said that he replied, "and I took the flag off and pinned it on his coat. That's the kind of inspiration that this great country gives to others; it's wonderful."

PARADE ON WAY TO LUNCHEON.

Advertising Men and Women Prove Interesting to Crowds in Down-Town Streets.

After the first session had closed, at 12:30 o'clock, the advertising men and their women relatives and friends formed in line in front of Faneuil Hall and marched through crowded streets to Tremont Temple, where they were guests of E. A. Grozier, publisher of the Boston Post, at luncheon.

All along the route the unique advertising devices for booming the home towns, especially those that want the 1912 and 1913 conventions and those for promoting the interests of the candidates whom they favor for president, attracted attention. Baltimore's delegates carried an orange banner twenty-five feet long, with black letters, to place before the entire body and all Bostonians who wished to view it the fact that that city is anxious to entertain the advertising men. St. Paul, Waco, Fort Worth and other places in Texas, Des Moines, New York. Toronto, and many other cities and states had their advertising devices out for inspection.

AFTERNOON SESSION.

President Dobbs Gives Annual Address at Ford Hall, and Others Have Part in Programme.

The first general session of the national body was called to order at Ford Hall soon after two o'clock in the afternoon. A number of the national and local officers were on the platform, and the body of the House represented a gay appearance with delegates bedecked with their varied badges. After organization had been effected President Dobbs gave his annual address.

EDUCATIONAL WORK A FEATURE.

President Dobbs Refers to Excellent Work of Committee.

In his address, President Dobbs said in part: "Wonderful progress has been made by your association during the past year. Your secretary's report will give you the figures. No man who has lent a hand to this work this year can feel other than a pardonable pride in this splendid development. We welcome here today delegates from practically every city in the United States and Canada, and the mother country sends her best exponents of this marvelous development force in the commercial world and says: 'We desire to have a hand in this work.' and we make a place for them at this feast of intellect.

"As your official head I have visited since the Omaha convention thirty-two clubs, have made fifty-two speeches in the interest of good advertising, and have travelled more than 20,000 miles, making two trips to the Pacific Coast, and one into Canada. While these labors have been arduous they have been of great pleasure and much profit to me personally, and the richness of the experience of the past two years will serve to brighten life's pathway to the end.

"At Louisville the sentiment seemed to be 'What's the use; what's all this force; what do we get out of it?'

At Omaha we answered that question in no uncertain way. Let me say that they are still talking about us out in Omaha. We left an ineffaceable impression for good in that city. In Omaha, in accordance with the Martin and Carver resolutions, after conference with the various clubs, I appointed an educational committee, and I am proud to say that not a single appointment was declined.

"These men realized their arduous duty and they accepted the appointment with distinguished honor and placed their abilities at the service of the associated advertising clubs. Their labors have been prodigious and the association owes to Herbert Houston, the chairman of this committee, a debt it can never repay, and to Romer and French and Ingersoll and Pratt and all others. I publicly say that through their unselfish ser-

vices they have built a monument for themselves more enduring than granite, and their names are forever carved upon the foundation stones of the edifice that we are erecting on behalf of believable publicity.

"Those clubs that have taken up in a serious manner the work as planned by this committee have had a most wonderful year, and it is to be regretted that so many, or even any, of the clubs have failed to avail themselves of this opportunity. In almost every instance the clubs that have not progressed either physically or intellectually during the past convention year have been those that did not appreciate the importance of the educational work and in consequence neglected to take it up. The officials of those clubs have failed to feed their flocks and the sheep have wandered off into other pastures.

"Gentlemen, this is no social organization, the club units are not organized for that purpose, and you cannot hold serious-minded, thinking men, men worth while in any organization, unless you give them something upon which they can feed—something that they can stick their teeth into, if you please—something that they can take into their everyday life and into their business—something that will help them to become clever thinkers, more efficient advertising men and better business men. And to those clubs that are drifting along unprofitable or semi-social lines, I say, either change your methods or change your name.

"A movement has been started during this convention that promises much in good results, and that is the formation of State organizations. Iowa is the leader and on the fourteenth day of February I had the pleasure of addressing the first State convention of advertising clubs in the city of Des Moines. And a notable meeting it was Texas has followed suit and Nebraska is here today as a State organization.

"While I am not prepared to recommend the abolishment of the divisions, I do most heartily endorse the organization by States, as it gives a more compact organization, produces a more effective working body. New clubs are being organized all over the country, with a diversity of bylaws and constitutions that cause confusion as to the qualifications of membership and as to the purpose of the clubs. Under the direction of your executive committee, I have appointed a committee to draft a model constitution, which will be presented to you at this session.

"This organization has outgrown its original constitution and under the authority given me by your executive committee I appointed a committee to revise the by-laws and constitution, which they have done, and their report will be submitted; and I strongly recommend that this report be accepted and that the by-laws be changed as recommended. Much thought and hard work have been given to this revision.

"I cannot close this report without a final word relative to the office of secretary. We placed upon the secretary additional duties at Omaha, and I say unqualifiedly that no organization in America has been more faithfully served, yes, more efficiently served, than the Associated Advertising Clubs of America have been served during the past two years by Park Florea. I take this occasion to thus publicly express the debt of obligation that I owe to him for his faithful, courteous and efficient attention to every demand that I have made upon him—and they have not been a few.

"Your funds have been well conserved by Mac Martin. Not a cent has been received into the treasury that has not been accounted for. The association does not owe one cent, has a clean set of books and its affairs are being economically run. You cannot do better than retain these two most able officials in office.

"Efficient service has been rendered by your executive committee during the past year. We held an almost full meeting on the tenth of February in Chicago. Much work was accomplished and to this body of able, earnest men I desire to express my appreciation of the faithful and efficient assistance. In conclusion, let me urge upon you to devote unreservedly your time and attention to the work that is ahead of you during the next four days. The eyes of the world are upon us, and our deliberations here this week will have a wonderful and world-wide influence, either for good or for bad, among advertisers. And it is no idle play of words when I say we are making history along different but no less important lines than our forefathers made upon these historic grounds nearly three centuries ago."

ROOSEVELT SENDS LETTER.

He Urges Cleanliness, Honesty and Decency in Advertising.

A letter from Colonel Theodore Roosevelt was read by President Dobbs. In it Colonel Roosevelt expressed his regret at not being able to attend the convention and then made reference to the progress being made to purify advertising in newspapers and magazines.

Urging cleanliness and decency in advertising, the colonel went on to say that he thought that the advance along those lines in the past few years had been praiseworthy. He added, however, that in general, newspapers had lagged a little behind magazines in this respect. At the conclusion of the reading of this letter a man called for "three cheers for Teddy" and they were given with a right good will.

Telegrams were read from Hugh Chalmers, who said that he considered advertising the greatest force in the modern business world, and from W. H. Campbell, president of the Rochester Ad Men's Club, who extended the best wishes of that organization to the convention.

IF FALSEHOODS WERE ELIMINATED.

Bert M. Moses Tells Advertising Men That if There Were No Exaggeration There Would Be Absolute Confidence Followed by Large Sales.

"The Ethics of Advertising" was the subject of a paper by Bert M. Moses of New York, president of the Association of American Advertisers. He said in part:

"Broadly speaking, there have ever been two things which blocked progress, stifled initiative and smothered genius. One is ethics and the other is precedent. Joaquin Miller once remarked that books were intended only for people who were unable to think for themselves. This might be paraphrased by saying that ethics is intended only for folks who do not know how to behave themselves without looking in a book and reading the rules. Only a few men are big enough to defy precedent, and these are the men who make history and carve their names high.

"Tom Reed was such a man. Once, when accused of having no precedent for a ruling, he declared he would create one, and he did. The idea that people long dead knew better how to do things than we do today is an idea that is rapidly going into the discard. Precedents and ethics, in a broad sense, are made by a few at the top to control the many at the bottom.

"The young doctor on emerging from college, is doomed by ethics to sit alone in his little office and await the time when the public may stumble upon him by

chance. He may not tell in public prints what he has learned in college or what he can do. But the doctor with an established practice may resort to any press agent tactics to get favorable mention in the papers, provided he deadheads it. It would be most unprofessional to pay for such a thing! A code of ethics for advertising that all could espouse and observe might consist of one single word: Honesty.

"To this might be added the golden rule, but anything further would be worthless ballast. If advertisers themselves would eliminate all falsehoods and exaggeration and bombast and fustian from their advertising, and thus create and establish absolute confidence on the part of the public in printed announcements, the sales following would astound and amaze. A small ad would then do infinitely more than a large ad does today. Catalogs could be cut down to many less pages. The imitation typewritten personal letter would go the way of other discarded things, because it is deception.

"If publishers would open their books to advertisers, there would be no further use for the word 'liar' in the lexicon of the man down stairs in the business office. If all questionable and disreputable advertising were forever eliminated from the signboards and the newspapers, advertising would come to its own. If honesty were to be strictly observed by the agent, by the advertiser, by the buyer, by the seller, what an altogether beautiful thing this profession of advertising would be!

"You may make a code of ethics as long as a transcontinental railroad, but I tell you the one word 'honesty' covers the subject better and is something we can all understand. Will all-round honesty in advertising ever prevail? I am hopeful, but not confident.

"Many years ago a man with a lantern made himself immortal. He searched the world for one honest man, and went down to his grave with his task undone. Since his day man has marched on and up, and, perhaps, after all, the time is here when honesty will be recognized as something that wins more gold than circumlocution. Perhaps the first body of men to adopt this one word as its complete code of ethics will be made up of advertising folks, who comprise the greatest human force that the world has ever known."

Another speaker was James Schermerhorn, of Detroit, Mich., whose topic was "Newspapers and Their Advertisers." This and the paper of Mr. Moses were subsequently discussed from the floor. Between the addresses there was vocal music by the Boston Quintet.

For Wednesday, Thursday and Friday the convention was divided into eleven sections for the forenoons, as follows:

General advertising agents (Ford Hall), Frank Presbrey of New York, chairman. Printing, engraving and business literature (Social Hall(, F. E. Johnston of Dallas, Texas, chairman. National advertising managers (Kingsley Hall, Ford Building), E. St. Elmo Lewis, of Detroit, chairman. Technical, trade and class publications (Wesleyan Hall), Henry G. Lord of Boston, chairman. Agricultural publications (Gilbert Hall, Tremont Temple), T. W. Le Quatte of Des Moines, chairman. Municipal and state publicity (Twentieth Century Club, Joy Street), Thomas F. Anderson of Boston, chairman. Retail advertising (Elks' Hall, Somerset Street), F. W. Tully of Boston, chairman; Daily Newspapers (Lorimer hall), Lafayette Young, Jr., of Des Moines, Ia., chairman.

Complimentary halftone Engraving made by the Essex Engraving Company, 234-236 Congress St., Boston, Mass.

Group of Delegates and Officers of the Federation of Trades Press Association, Boston, August 3rd, 1911.

Outdoor advertising (Boston City Club), E. C. Donnelly of Boston, chairman. Specialty advertising (Pilgrim Hall), L. E. Pratt of New York, chairman. Periodicals (Chipman Hall, Trement Temple), David G. Evans of New York, chairman.

One of the most profitable sessions on Wednesday was that of the daily papers, in which Mr. Louis Wiley, publisher of the New York Times, delivered a valuable paper upon the subject, "Newspaper Advertising." William C. Freeman of New York gave a talk at this meeting on "Clean Advertising," and Thomas E. Dockrell spoke on "Newspaper vs. Magazines."

When Mr. Wiley, in the course of his speech, remarked: "The newspapers of this country having set up a high standard of ethics for their own government demand in the interest of their readers that what advertisers offer shall bear the trademark of genuineness," there was applause which lasted for some time, and which showed the approval of the men present for the words of the speaker.

Men who have had years of experience in the advertising field discussed the subjects which had been assigned to their various meetings. Their speeches were full of new ideas upon subjects in which the entire world is interested, and the expressions of approval of those who listened, made after the meetings, showed the high standards which had been set by the speakers.

"What machinery has accomplished in the manufacturing world the daily newspaper has done in the sphere of publicity," said Louis Wiley, president of the Daily Newspapper Club of America, and chairman of the newspaper division at Lorimer Hall. The newspaper not the magazine is the real national medium, he maintained. He paid a high tribute to President Taft for consummating the reciprocity agreement. "Newspaper Advertising" was Mr. Wiley's subject. He said, in part:

"Today the people must have their news served red hot every morning and every evening, and those that look for the magazine article and story will find them in the splendid magazine sections which every great daily newspaper offers its readers each Sunday. The day is not far distant when advertisers who prefer the magazine as a medium for selling their wares will discern in these magazine sections the right opportunity for making known their offers.

"The newspaper is the start of nearly every man's daily work. The reading of the morning newspaper is preliminary to the ordinary business of the day and may be said to give it inspiration. Just as the acquaintance with classic literature fits a man for academic pursuits, so does the reading of the world's daily history make him ready for the practical and concrete labors of modern enterprise. The newspaper office is the hub of the world. It sends into every department of life men who were brought up within its walls. Reporters and editors have become railroad officers, statesmen, bankers, mayors, and even presidents of this great Republic.

High Standards.

"The high character of the modern daily newspaper has had a good effect on the advertiser. There was a time when any man who had merchandise for sale, and who chose the public print to induce readers to accept his offerings, thought it necessary to indulge in extravagant and hyperbolical language to attract buyers. The example set by Barnum was followed by merchants and the vendors of patent medicines. Persons of primitive intelligence may have accepted the high-flown verbiage as truth and suffered accordingly, but today the readers of a newspaper conducted in the interest of the public are repelled instead of attracted by sensatioonal language.

"The newspapers of this country, having set up a high standard of ethics for their own government, demand, in the interest of their readers, that what advertisers offer shall bear the trademark of genuineness. Side by side with intelligence gathered from all parts of the world appear the announcements of reputable merchants, bankers and brokers, insurance offices and the great corporations. No better method of reaching the multitude has ever presented itself than the daily newspaper, and no newspaper publisher should permit his columns to be used to deceive his patrons.

"Only childish and bucolic intellects respond to the propositions of palmists, financial tipsters, quack medicine venders and the rest of the horde that thrives on the credulity of the ignorant and weak-minded. The ideal, the real, newspaper does not permit these schemers to sully its columns. Newspapers as well as magazines are learning what a great responsibility rests upon them, and are coming to realize that they destroy the value of their property if they allow disingenous, misleading and objectionable advertising to appear side by side with the assertion of high principles in governmental, social and economic progress."

Another of the instructive papers presented before this session or department, was by William C. Freeman of New York, who said among many other things:

"We newspaper men must urge the advertisers in our respective communities to put human interest in their copy—to make their advertisements so attractive that the readers of newspapers will read the advertisements with the same interest that they read the news of the day.

Improvements.

"However, I have seen advertising in the newspapers greatly improve. I have passed through the period when the standing business card has stepped aside for the space that is filled with an intelligent appeal to the public; I have noticed the passing of the advertising fakir; I have seen the printed lie give way to the printed truth; I have seen decency take the place of indecency; I have seen advertising finally recognized as one of the greatest business factors of the age.

"I have witnessed an improvement in the type of men engaged in the advertising business. I have witnessed publishers change from mere grabbers of money through the printing of deceptive reading notices and fake and unreliable advertisements, to men who ask themselves now—'Have we a moral right to print this advertisement?'—and answering their own question say—'No, we have not the moral right to print this advertisement'—so they do not print it.

"Newspaper advertising has improved greatly, but there is still room for greater improvement. Let me briefly outline how it may be improved.

Suggestions.

"First—Newspapers make the mistake of not always employing the highest grade of representatives—men of ability, men of resourcefulness, men of character, men of tact, men of persistency, men who are paid well enough to always look prosperous.

"Have you ever noticed the type of men who represent the great weekly and monthly publications? Don't they look their part? Don't they look prosperous? They are all well paid. You then get the maximum of service.

"Second—Newspaper publishers do not always impress their representatives with the fact that their chief function should be to go out and develop advertising for all newspapers—not always for their own particular publications.

"The chief trouble lies in the fact that newspaper representatives talk their own publications first and try to point out to advertisers the mistakes they make by using the other fellow's publications.

"Is not this one of the reasons—if not the great reason—why the newspapers have not shared more liberally in the general publicity of the manufacturers of the country?

"Third—There are too many newspapers that are careless about accepting a great many advertisements that are offered them. They do not inquire into the stability or character of the business that is advertised.

"What has made the great weekly and monthly publications so powerful and so prosperous? Have they not standardized, in the matter of integrity, their advertising pages? Have they not created confidence in the minds of their readers that only trustworthy advertisements are accepted and printed by them?

"Does not this fact impel the great volume of general advertising they print?"

Standardizing.

"Will the newspapers, as a whole, ever get their share of this volume of business unless they standardize their

(*Continued on page 620*)

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

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FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

CHICAGO, SEPTEMBER, 1911

As manifested at the Convention of the National Editorial Association, the meetings of State Press Associations, at the great conventions of the delegates of advertising associations, with the departments of general advertising agents, newspaper publishers, trade press league, and all the others, the advance in the promotive work of newspapers, periodical, technical or trade publications, and the better understanding of the obligations and possibilities of advertising and general publicity are things for sincerest congratulation. The August, and the present September issues of the NATIONAL PRINTER-JOURNALIST contain a wealth of information and inspiration, from the best minds and truest hearts of the Nation, for all men engaged in the responsible calling covered, that ought to work a wonderful uplift, progress and improvement in every branch of advertising and publicity and affect for good, greater usefulness, progress, prosperity and profit, every office, every editor, publisher and advertiser and every city in all America, reaching in benefits all English-speaking peoples. There is not an address or statement that we have been able to print in the last two numbers of the NATIONAL PRINTER-JOURNALIST, but that deserves reading, re-reading and study and the practical knowledge and inspiration, obtainable by such study, will afford what may well be called a liberal education, as well as compelling incentives to higher endeavors and accomplishments.

With the great Cost Congress and the Convention of the United Typothetæ, just ahead, to afford matter as to successful management of the business and mechanical departments of printing offices, from which to draw, we feel that the three issues of this paper covering August, September and October, will furnish a completeness of useful knowledge as to all branches of newspaper-making and printing that will reach, in beneficial results every faithful worker and continue in beneficent action through many coming years. On account of the far-reaching influence of the press, these ideas and ideals by the leaders of these callings, that touch men at every point of human interest and endeavor, carried out must affect for good all men, all callings and all mankind, influencing powerfully for highest well-being, mutual understanding and helpfulness and universal peace and conservation.

* * *

If Postmaster-General Hitchcock really thinks that modern advertising has no helpful, educative value, he should read the addresses delivered at the Convention of Advertising Associations in Boston, by the bright men of the Nation, ministers, statesmen of the better sort and practical advertisers and newspaper men, and be convinced that modern advertising today is in the very advance line of all things informing, reliably educative, helpful, upbuilding, uplifting and improving for business, the industries, for communities, cities and States. President Taft, in a letter to the Convention well said "Modern advertising plays a very prominent part in our every-day life, and the members of the profession are to be congratulated on the progress they have made in a very few years." Ex-President Roosevelt in a letter to the Convention also referred to the progress in advertising in a manner to elicit three cheers that "were given with a right good will." The fact is, that never before in the history of this Nation was advertising such a power for good and progress. None but the ignorant, or the demagogues in politics or the dishonest men in business undervalue advertising or publicity.

Governor Foster of Massachusetts, who is a manufacturer, a practical, broadly-informed business man, as well as an honest public official, patriot and statesman, spoke but words of deep conviction when in his welcoming address to the Convention of Advertisers he declared: "The public wants to now. It wants to know the facts. It wants the facts about a kind of shoe or a brand of flour. It wants to know the kind of stuff that goes into a suit of clothes or a package of crackers. And this isn't the end. This public wants to know just exactly what facts enter into every public affair. It insists on knowing exactly what actuates a Congress or a Cabinet officer in the course of action that is given out from the Capitol or from the departments. The one thing above all others that the public demands is publicity. It has learned to be very skeptical about any event that occurs in the dark."

Advertising is a very important and useful part of the newspaper and periodical press and cannot be eliminated therefrom nor wisely be in any manner discriminated against.

* * *

The Advertising Association of America have an Educational Committee that might well be copied after

by all other organizations for the improvement of the crafts and callings of men, and all such committees and the officers of all associations should ever keep in mind the following declaration contained in the report of this able and model committee: "The educational course of this year or of any future year can justify itself only as it is of very direct service and value to each individual member." These organizations are not for the glory, fame or profit of the officers or any others, nor do they exist merely for sociality, recreation and pleasure. President Dobbs well said in his annual report: "The club unites for a purpose, and you cannot hold serious-minded, thinking men, men worth while in any organization unless you give them something on which they can feed—something that will help them to become clear thinkers and better busines men."

* * *

Two important addresses delivered at the recent Convention of the National Editorial Association did not reach this office in time for publication in the August issue and hence appear this month.

In his address on, "The Penny Postage Movement," Mr. Perry, publisher of the Adrian *Daily Telegram*, presents strikingly convincing arguments, backed by figures, that fully illustrate the injustice, if not the bad faith of a movement in favor of penny postage at this time, that appears to be intended as a direct blow at the home newspapers and against needed postal improvements and enlargement of the service. Mr. Perry introduces some strikingly new facts and thoughts into the discussion of second-class postal rates. The matter had been gone over so fully and so often that it almost seemed that nothing remained to be said, but Mr. Perry has shown that the penny postage agitation, by paid agents of an organization in the interests of a comparatively few great establishments in the large cities, presents new features. The penny postage movement has never been discussed before the people. It has been confined to the interests, to the few, who, worked upon by an organization, have tried to accomplish their ends by working upon the postal office officials and the President, who are the employes of the people, instead of coming openly before their employers, in whom rests all sovereign power and who are to decide what is for their good, the good of all the people, who own the Government and in the end must bear all the burdens and pay all the bills. Mr. Perry has shown himself a man of more than ordinary discernment and ability and he earned the vote of thanks that was given him for his able address which should be read by all newspaper publishers.

The other address, published this month, on the topic: "Civilization Prospers Through Peace," by President S. P. Brooks of the Baylor University, Texas, is especially scholarly, able and logical. The follies and wastes of war are fully shown and war's utter disagreement with and antagonism to the whole civilization, spirit, genius, economy and fundamental philosophy of this age is strikingly portrayed. The sentiments and thoughts of the address should find hearty approval by every American editor, and the cause of peace so ably set forth and enforced should be enthusiastically, loyally and patriotically championed by every worthy newspaper, every trade and technical journal, every magazine or periodical. There is neither glory nor gain in war. The prosperity of all the industries and callings of men depends upon peace, while war is barbarism and brings not only destruction, death, misery and woes innumerable on those who engage therein but leaves in its wake hate, demoralization and burdens among and upon their descendants through many generations. War's inheritance is is fearful to contemplate and its far-reaching injuries are beyond computation.

W. E. Pabor Passes On

Just as the last form of this issue is being sent to press, news reaches us of the death of W. E. Pabor, He dropped dead in a down-town office building of Denver on August 29th, of appoplexy. Mr. Pabor had been visiting his son at Boulder, Colorado, and his friends in different parts of the State, where he had been most cordially welcomed. We received a letter from him dated Boulder, August 12th, in which he stated he would be in Chicago September 1st, and stop over a day for a visit, and enclosed clippings from Colorado papers, giving an account of the meeting of the Colorado Editorial Association, from which the account, appearing elsewhere in this issue, was gathered, together with the poem read by him at the banquet tendered the association.

He passed through Chicago early in July and made a short call on the editor of this paper and family, and promised a visit on his return trip. While in Chicago he visited and passed a night at the home of Claude King, editor of *Sports Afield*. Mr. King learned his trade as printer under Mr. Pabor, in the office of the *Colorado Farmer* at Denver, of which Mr. Pabor was editor.

After his arrival at Boulder, Mr. Pabor forwarded to the editor of this paper, the poem, "In Memoriam" of his friend, C. L. Bittinger of Florida, that was presented at the convention of the National Editorial Association at Detroit, and printed in the proceedings, on page 460 of our August issue. The poem presents the views of life and death held by the now deceased writer and could be well applied to him now that he has passed on.

A proper tribute to the childlike, loving man and poet, who delighted for many years, the members of the National Editorial Association, with his rhymes as Poet Laureate, will appear in the October issue of this magazine.

CONVENTION OF ASSOCIATED ADVERTISING CLUBS OF AMERICA.

(*Continued from page 617*)

own advertising columns? Will they ever get it until they make it known to their readers that they print only trustworthy advertisements?

"A great many newspapers throughout the country are taking this stand, but more of them must take it before all newspapers will share with the great weekly and monthly publications the great volume of general publicity which has made them so prosperous.

"Fourth—Newspaper advertising rates are pretty generally discredited by the better class of general advertisers and by the better class of advertising agencies. Newspapers, as a whole, have the reputation of selling their space at bargain prices. Here and there, of course, there are some notable exceptions—newspapers that are doing what the great weekly and monthly publications did a long time ago."

We have been able to touch on only three sessions, that by the division into sections, aggregated some forty or more in all.

The afternoons and evenings were given up to general sessions or to the numerous entertainments. These general sessions were addressed by the ablest men and women in the calling and deserve separate articles.

Friday afternoon the place of the convention for 1912 was chosen and Dallas, backed by the whole great Empire State of Texas, came off the winner.

The following were chosen officers for the next year:

President—Geo. W. Coleman of Boston.
Vice-President—T. W. LeQuatte of Des Moines.
Secretary—P. S. Florea of Indianapolis.
Treasurer—G. D. McKeel of Minneapolis.
Executive Committee—S. C. Dobbs of Atlanta, the retiring president; William Woodhead of San Francisco; D. N. Graves; A. W. McKeen of Charleston, S. C.; John L. Mahin of Chicago, and W. B. Cherry of Syracuse.

"Boston, the greatest convention city in America," was cheered again and again by delegates at the close of the advertising convention In behalf of the association, representing delegates from every part of the country, President S. C. Dobbs of Atlanta, Ga., issued the following statement:

" 'It would take me all day to express the good things I have to say about the Boston convention. I would not then express my entire appreciation of the wonderful good time we have been given here. Two things strike me with peculiar forcefulness. The seriousness of purpose of everyone attending the convention; we've had a good time, but this has been incidental, rather than fundamental, and, in consequence thereof, this convention has done more to establish advertising on the high plane of a profession than any that has ever occurred.'

"The social features, although delightful, were just enough. They were magnificently held, in every way typical of Boston. The most striking feature of the whole thing was the fact that there were 2,500 active, intense young men together for four days and not one single man was seen under the influence of liquor, making the term advertising man and gentleman, synonymous.

"The Pilgrim Publicity Association in the way they have entertained this association has forever wiped out of existence the old fallacy 'as cold as a New Englander.' The South in the future will have to look to its laurels and instead of Southern hospitality there will be New England hospitality. (Signed) S. C. DOBBS.

The entertainments consisted of an excursion on Boston Harbor; excursions to the new home of the National Magazine, and out to Lexington, under direction of Joe Mitchell Chappel; auto-ride out on the north side to Beverly—the President's summer home—though he was, unfortunately, kept in Washington, but sent greetings—and on to old Salem; a trip by rail to Tom Lawson's wonderful country place, gardens and stock farm; a "Georgia Watermellon Cut" on Copely Square right by Trinity, where Phillips Brooks, who loved his fellow men, so ably officiated for many years. The delegation from Atlanta, who seek the convention for 1913, furnished one thousand "rattlesnake" watermellons, each from three to four feet in length, and fed a crowd of between three and four thousand amidst the singing of plantation and other songs, music by bands, and marchings and dancings. A banquet was given Friday night in Symphony Hall. It was of greatest excellence, enlivened by music by the band and the great organ and by songs, followed by eloquent addresses, happy presentations and all good feeling.

But were we to attempt an enumeration, it would require a hundred pages and then the half would not be told.

IS PLEASED WITH THE REORGANIZATION.

Jerseyville, Ill., August 8, 1911.

Mr. W. F. Parrott, Secretary N. P. A., Waterloo, Iowa.

Friend Parrott.—Enclosed find my next annual dues for the new Association. I have read the By-Laws and Resolutions, and most heartily concur in all that was said and done at the late meeting. I regretted very much I could not be there, but, after being a week in Chicago with the Illinois Press Association, I found my duties as mayor of this city had been badly interfered with by my absence, and, as I am putting forth plans for a great deal of new paving, sidewalk, street work, and other improvements for our city, I could not get away. In addition to that, it pains me very much to ride in a sleeper. However, I hope they will meet somewhere in the Central West, Chicago preferably, the next time, and if I am alive and well enough to go, I surely will be there, as I am improving slowly from my illness, which now has been upon me over six years.

I think the Association acted wisely in taking up the matter of petitioning Congress to amend the Interstate Commerce Act so that the editors and the railroads could get back to their old basis of interchange of business. I also fully indorse the Resolution against the Penny Postage, passed at the last meeting; also the resolution indorsing Dr. Wiley, the fight on whom I have always believed was made by interests who cared nothing for the public health as long as they could make money by adulterating foods, and I am glad to see that the new Association will take up these public questions, tabooing politics strictly, but, at the same time condemning public wrongs.

With best wishes and congratulations to you on your re-election, although knowing the work there is pertaining to it, and the small salary they accord you, I do not know whether you should receive congratulations or condolence, I remain, as ever, Your friend,

J. M. PAGE.

REVIEW OF JOB PRINTING

Address all communications to E. S. Hanson, 57 Washington St., Chicago, Ill.

PRINTERS are themselves coming more and more to understand the value of publicity work and are doing more of it and in a more intelligent way. It is strange that I should be called upon to report such a fact I believe it to be, and so I am setting it down. As there are a large number of publishers who neglect to use their own advertising columns so there are a large number of printers who overlook the fact that they have at their own disposal one of the best possible methods of securing business. I believe that the department of "More Work Through Publicity" in the pages of the National Printer-Journalist has done as much as anything else to open the eyes of printers to the possibilities of intelligent and attractive printed matter as advertising for themselves.

The two booklets which I have before me should have gone to the editor of that department, but they happened to fall into my hands and I cannot refrain from commenting upon them. They are not spasmodic efforts, for I have had work from both shops before. In fact, one of them is a regular monthly publication gotten out by the McCormick Press of Wichita, Kas., and is entitled "Impressions." This, by the way, is a very suggestive title and can be taken as applying either to the impressions of the pressman or to the bits of philosophy which the publication contains. The matter included in this book is mostly short and to the point; either humorous, philosophic, or strictly business. The inside pages are printed in Bismark brown and the cover is a combination of blue and orange. Possibly this combination doesn't sound good to you as you read about it, but if you want to convince yourself that it is all right just send to the McCormick Press for a copy of their June number. One peculiar feature of this work is that the items are separated by dashes which are a copy of the imprint of the firm, and read, "The McCormick Press, Wichita."

Another piece of work on the same order is sent out by the Allen Book & Printing Company, Troy, N. Y. It is entitled "High Class

Printing—A Vital Factor in Business Building." Aside from the excellent typographic appearance of the booklet, the story which it contains is right to the point, and I shall take the liberty of reproducing a part of it:

A few thinking men are just commencing to realize that intelligently printed business literature is one of the strong forces that must be reckoned with.

There are other business men who act as if they thought printing were baled hay or canned tomatoes. They look at the varnish on the label but never investigate the contents of the can. They don't realize that printing may have **more character** or **less** character, that some printing has more pulling power than other printing—that its value should be measured by results, not by initial expenditure.

When we say that high-class printing pays, we know whereof we speak, for during the past few months we have used it quite extensively to advertise our own busi-

ness, and the returns have more than justified the expenditure.

I might mention in this connection, also, a recent issue of The Apprenticeship Bulletin published by the North End Union School of Printing of Boston, and which I would like to comment upon fully almost every month. It always contains something new and worth

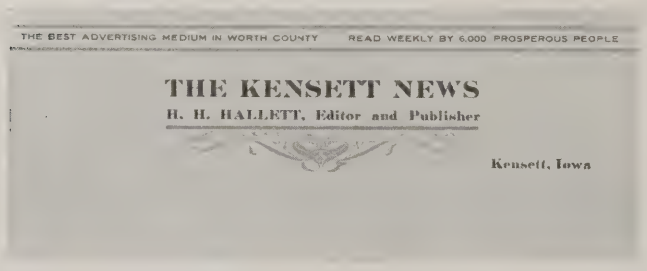
Spirit of the Master Craftsman

WHO draws a line and satisfies his soul,
Making it crooked where it should be straight?
An idiot with an oyster-shell
May draw his lines along the sand, all wavering,
Fixing no point or pathway to a point;
An idiot one remove may choose his line,
Straggle and be content; but God be praised,
Antonio Stradivari has an eye
That winces at false work and loves the true,
With hand and arm that play upon the tool
As willingly as any singing bird
Sets him to sing his morning roundelay,
Because he likes to sing and likes the song.

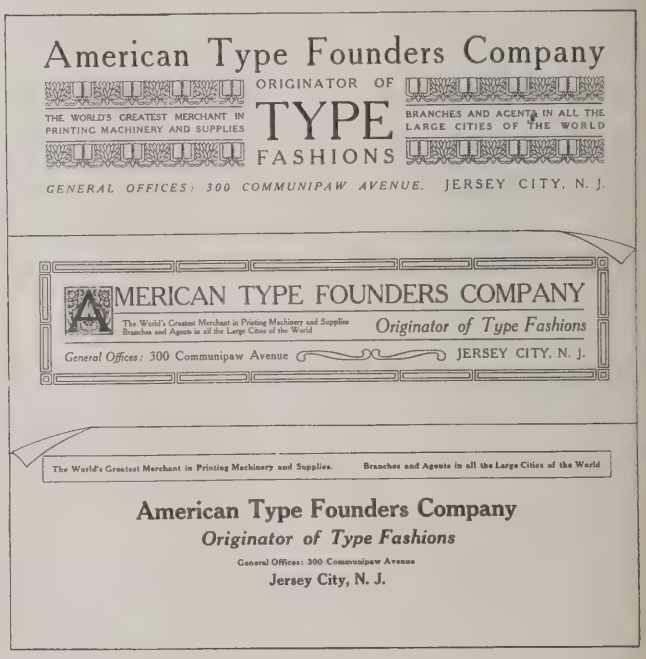
George Eliot: "Stradivarius."

while. I am reproducing here the opening page not only for its typographic excellence but for the spirit of the extract which it puts into type. This was done in a combination of black and red, the initial and rule being in the latter color.

From H. H. Hallett, Kensett, Iowa, comes a number of specimens, chief among which is an annual for the Kensett High School. Mr. Hallett says he realizes that this is not up to just what it ought to be, but points out the fact that


THE BEST ADVERTISING MEDIUM IN WORTH COUNTY
READ WEEKLY BY 6,000 PROSPEROUS PEOPLE
THE KENSETT NEWS
H. H. HALLETT, Editor and Publisher
Kensett, Iowa

it is gotten out in a town of less than five hundred population, in a shop which is not handling this class of work only at infrequent intervals, and at a price which would not admit of too much care. I should like to make some suggestions, however, by which the same amount of money might have been made to do better service, although the present piece of work is not by any means discreditable. In the first place, a very expensive stock has been used, and one which was not called for by the necessities of the case. An expensive ink was also used, and both this grade of paper and this class of ink do not give the best results in the hands of anyone except an experienced pressman. A mistake has been made of thinking that the paper and ink would of themselves give the desired effect; whereas an experienced pressman with an ordinary ink and a paper stock costing half as much, would have secured better results. This ink takes more time on the press, aside from it increased initial cost, and except for the very finest halftones and under competent supervision, the results do not justify its use. As Mr. Hallett says, many of the halftones are very poor and made from poor photo-


American Type Founders Company
ORIGINATOR OF
THE WORLD'S GREATEST MERCHANT IN PRINTING MACHINERY AND SUPPLIES
TYPE
FASHIONS
BRANCHES AND AGENTS IN ALL THE LARGE CITIES OF THE WORLD
GENERAL OFFICES: 300 COMMUNIPAW AVENUE, JERSEY CITY, N. J.
AMERICAN TYPE FOUNDERS COMPANY
The World's Greatest Merchant in Printing Machinery and Supplies
Originator of Type Fashions
General Offices: 300 Communipaw Avenue
JERSEY CITY, N. J.
The World's Greatest Merchant in Printing Machinery and Supplies.
Branches and Agents in all the Large Cities of the World
American Type Founders Company
Originator of Type Fashions
General Offices: 300 Communipaw Avenue
Jersey City, N. J.

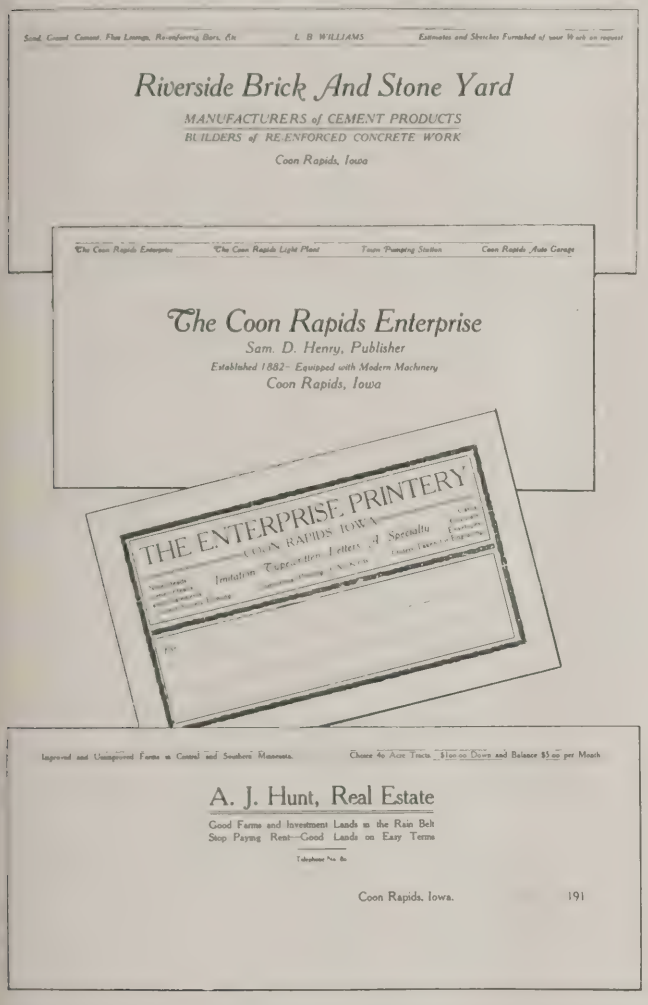
"Nifty" American Designs

graphs. This is very evidently true, as some of the better ones show up very creditably; but a pressman who is in the habit of handling halftones every day could, of course, have improved the work greatly. The cover is extremely satisfactory and could scarcely be improved upon. The cost in this direction could have been reduced, however, by using a smooth stock and printing the halftone directly on it. But very likely the edition was not large enough to make this item of any particular consequence. The letterhead of The Kensett News is a very good piece of work, and I am reproducing it herewith. The bank checks are also very satisfactory, and the same can be said of most of the other work in the bunch.

People who have much engraving to do are frequently at a loss to determine what height an engraving will come out when a photograph

or drawing is reduced to a desired width. This matter has been worked out by the Sanders Engraving Company of St. Louis, who are now sending out a little scale by which the proportions of cuts when they are reduced can be accurately determined.

T. E. West, Coon Rapids, Iowa, contributes again to this department, much to our satisfaction. He shows that he is fully abreast of the


Riverside Brick And Stone Yard
MANUFACTURERS of CEMENT PRODUCTS
BUILDERS of RE-ENFORCED CONCRETE WORK
Coon Rapids, Iowa
The Coon Rapids Enterprise
Sam. D. Henry, Publisher
Established 1882- Equipped with Modern Machinery
Coon Rapids, Iowa
THE ENTERPRISE PRINTERY
COON RAPIDS IOWA
A. J. Hunt, Real Estate
Good Farms and Investment Lands in the Rain Belt
Stop Paying Rent—Good Lands on Easy Terms
Coon Rapids, Iowa.

times in typographic style and we are glad to reproduce some of his work.

The Queen City Printing Ink Company sends out an inclosure in an outlook envelope, under two-cent stamp, which is of particular interest. The window in the envelope is not used for its usual purpose, but is printed with a skyline of Cincinnati, over which are a number of hieroglyphics designed to arouse the curiosity of the recipient. Inside the envelope is a statement of account with the Queen City Printing Ink Company, showing that the person addressed owes the Company $000. The Company takes this method of calling attention to the fact that it has not shipped out any ink to this particular person for some little time. On the back of this statement is printed another set of hieroglyphics, which, when taken with those on the envelope, read, "We solicit your patronage." It is an ingenious device and no doubt the puzzle will be worked out by most of those who receive it. The only criticism which might be made on it is that a more effective sentence might have been used to be embodied in this puzzle. This is a time-worn appeal, and people of as much originality as the Queen City Printing Ink Company could easily have originated a better one.

The Standard Sanitary Manufacturing Company, of Pittsburg, has its own printing department, which is turning out an extremely satisfactory class of work, as a booklet now before me will show. In fact, this is one of the concerns which would not tolerate any other class of printing. The booklet was gotten out for distribution at the St. Louis show rooms of the

Standard Sanitary Manufacturing Company, and the art work and engravings are all made by Pittsburg concernss. A sample page will give a good idea of the general nature of the booklet.

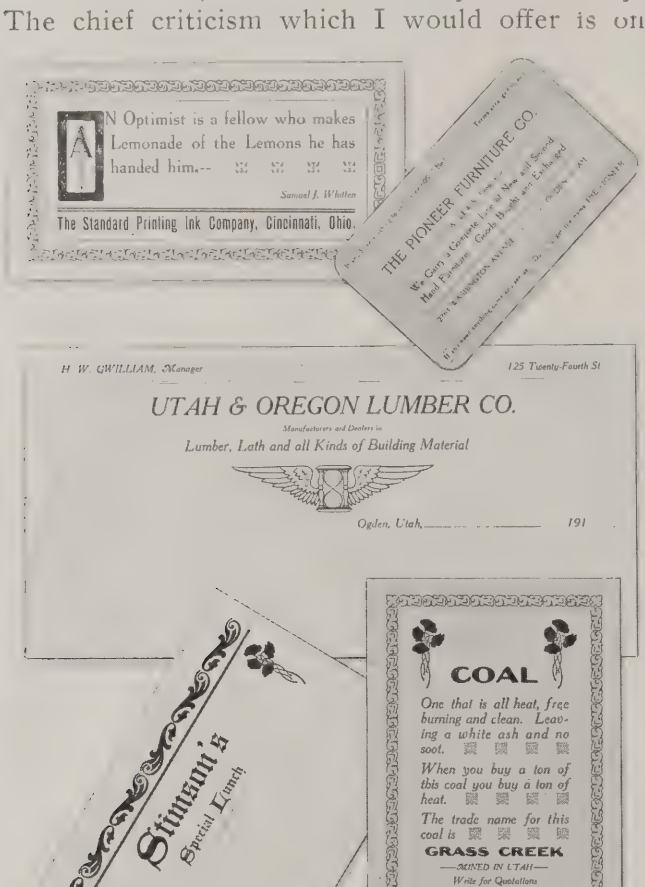
One of our contributors, in sending in his samples, makes a complaint in this fashion:

> It has been rather up-hill work to get our people interested in anything but the sort of stationery turned out twenty years ago. We have had a hard fight to relegate the old style ornaments and flourishes to the background but believe our customers are beginning to look at the finished article rather than the cost of cheap stuff.

We know how to sympathize with him, for we have been there ourselves. But I believe

that by persistent work the business men, even in a small town, can be educated up to the point of appreciating a better class of printing.

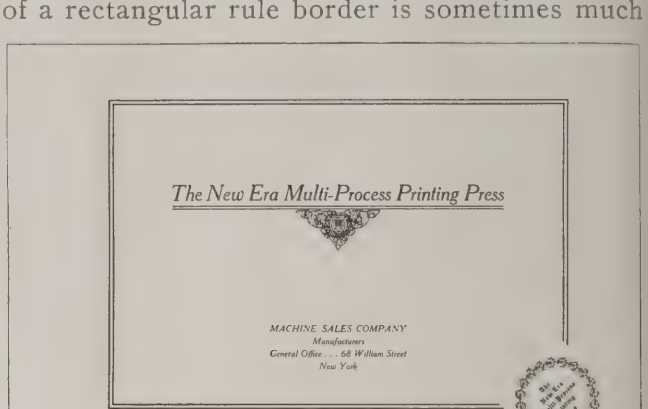
W. W. Browning & Company, Ogden, Utah, have a first-class bunch of fellows at their cases. The specimens shown herewith are sent in by Ed. F. Reeder, and are extremely satisfactory. The chief criticism which I would offer is on


AN Optimist is a fellow who makes Lemonade of the Lemons he has handed him.--
Samuel J. Whitten
The Standard Printing Ink Company, Cincinnati, Ohio.
THE PIONEER FURNITURE CO.
H. W. GWILLIAM, Manager
125 Twenty-Fourth St
UTAH & OREGON LUMBER CO.
Manufacturers and Dealers in
Lumber, Lath and all Kinds of Building Material
Ogden, Utah, 191
Stimson's
Special Lunch
Soup
COAL
One that is all heat, free burning and clean. Leaving a white ash and no soot.
When you buy a ton of this coal you buy a ton of heat.
The trade name for this coal is
GRASS CREEK
—MINED IN UTAH—
Write for Quotations
UNION FUEL COMPANY
General Office
Eccles Bldg
OGDEN, UTAH

the cover for the catalogue of the Ogden Furniture and Carpet Company, which, it seems to me, might have been set a little heavier, considering the nature of the stock on which it is printed.

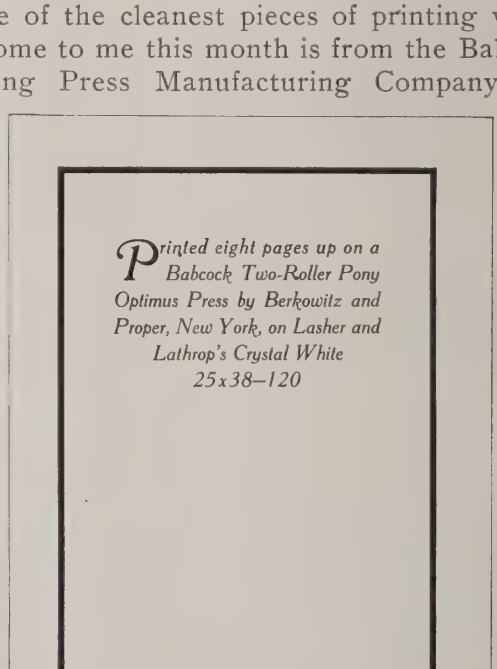
C. E. Syler, Vandalia, Mo., sends a number of letterheads, the chief excellence of which is their admirable press-work. This statement is not meant in any way to discount the typography, which is well up to the mark. On the head for the Vandalia Lumber and Realty Company I should have preferred to have had the names of the directors squared up rather than set "en eschelon." The head is set in an engraver's type and a square effect on these names would give a closer idea of engraving or lithography than does the present style. The head for the Vandalia Electric Light Company would be improved by having the two lines below the rule drawn a little closer together.

The use of something to break the monotony of a rectangular rule border is sometimes much


The New Era Multi-Process Printing Press
MACHINE SALES COMPANY
Manufacturers
General Office . . . 68 William Street
New York

to be desired. I am showing here the method used by one company to effect this result. This circle is carried on all the pages of a 28-page catalogue.

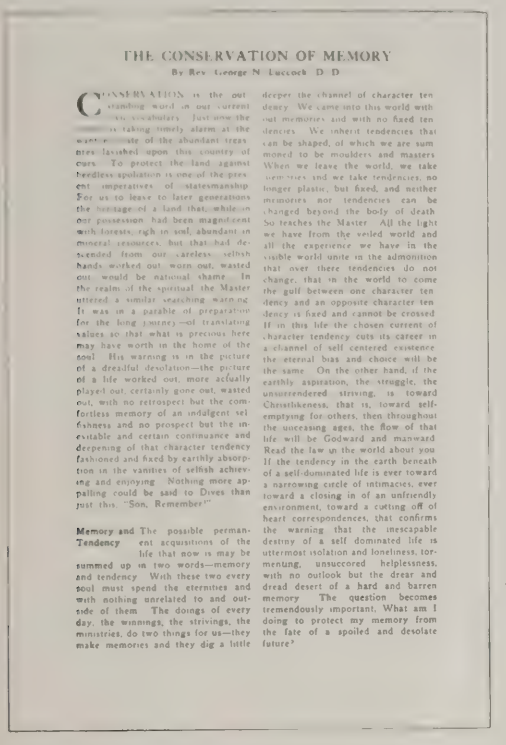
One of the cleanest pieces of printing which has come to me this month is from the Babcock Printing Press Manufacturing Company, de-


Printed eight pages up on a Babcock Two-Roller Pony Optimus Press by Berkowitz and Proper, New York, on Lasher and Lathrop's Crystal White 25x38—120
THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
New London, Connecticut
New York Office, 38 Park Row

signed to show what can be done on the Babcock two roller pony optimus.

The Central Department of the Y. M. C. A. of Chicago believes firmly in the value of good printing, and takes particular care that it shall be the very best. The last piece of work to reach me from that Department is a recent number of the Official Bulletin, which is clean

and attractive. It is almost entirely machine set but the work has been done most intelli-



THE CONSERVATION OF MEMORY

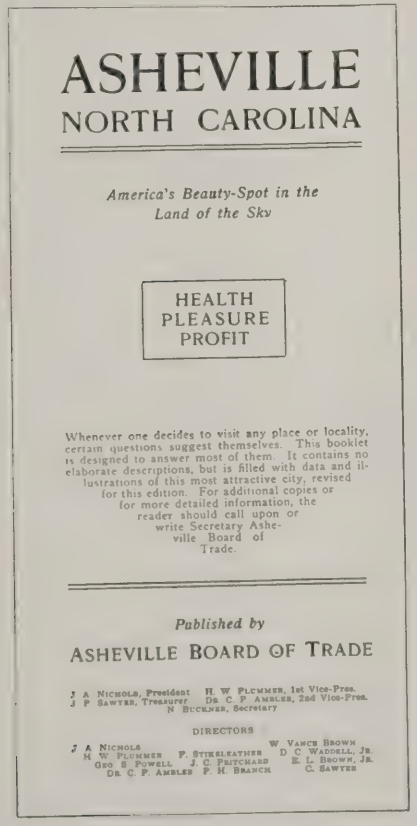
By Rev. George N. Luccock, D. D.

CONSERVATION is the outstanding word in our current ... vocabulary. Just now the ... is taking timely alarm at the ... waste of the abundant treasures lavished upon this country of ours. To protect the land against heedless spoliation is one of the present imperatives of statesmanship. For us to leave to later generations the heritage of a land that, while in our possession had been magnificent with forests, rich in soil, abundant in mineral resources, but that had descended from our careless, selfish hands worked out, worn out, wasted out, would be national shame. In the realm of the spiritual the Master uttered a similar searching warning. It was in a parable of preparation for the long journey—of translating values so that what is precious here may have worth in the home of the soul. His warning is in the picture of a dreadful desolation—the picture of a life worked out, more actually played out, certainly gone out, wasted out, with no retrospect but the comfortless memory of an indulgent selfishness and no prospect but the inevitable and certain continuance and deepening of that character tendency fashioned and fixed by earthly absorption in the vanities of selfish achieving and enjoying. Nothing more appalling could be said to Dives than just this, "Son, Remember!"

Memory and Tendency The possible permanent acquisitions of the life that now is may be summed up in two words—memory and tendency. With these two every soul must spend the eternities and with nothing unrelated to and outside of them. The doings of every day, the winnings, the strivings, the ministries, do two things for us—they make memories and they dig a little deeper the channel of character tendency. We came into this world without memories and with no fixed tendencies. We inherit tendencies that can be shaped, of which we are summoned to be moulders and masters. When we leave the world, we take memories and we take tendencies, no longer plastic, but fixed, and neither memories nor tendencies can be changed beyond the body of death. So teaches the Master. All the light we have from the veiled world and all the experience we have in the visible world unite in the admonition that over there tendencies do not change, that in the world to come the gulf between one character tendency and an opposite character tendency is fixed and cannot be crossed. If in this life the chosen current of character tendency cuts its career in a channel of self centered existence the eternal bias and choice will be the same. On the other hand, if the earthly aspiration, the struggle, the unsurrendered striving, is toward Christlikeness, that is, toward self-emptying for others, then throughout the unceasing ages, the flow of that life will be Godward and manward. Read the law in the world about you. If the tendency in the earth beneath of a self-dominated life is ever toward a narrowing circle of intimacies, ever toward a closing in of an unfriendly environment, toward a cutting off of heart correspondences, that confirms the warning that the inescapable destiny of a self dominated life is uttermost isolation and loneliness, tormenting, unsuccored helplessness, with no outlook but the drear and dread desert of a hard and barren memory. The question becomes tremendously important. What am I doing to protect my memory from the fate of a spoiled and desolate future?

gently and satisfactorily. A sample page will serve to show the nature of the work.

I am glad to hear from our friend, Howard C. Hull of Asheville, S. C. He is still doing printing at the old stand and of a quality which



ASHEVILLE

NORTH CAROLINA

America's Beauty-Spot in the Land of the Sky

HEALTH
PLEASURE
PROFIT

Whenever one decides to visit any place or locality, certain questions suggest themselves. This booklet is designed to answer most of them. It contains no elaborate descriptions, but is filled with data and illustrations of this most attractive city, revised for this edition. For additional copies or for more detailed information, the reader should call upon or write Secretary Asheville Board of Trade.

Published by

ASHEVILLE BOARD OF TRADE

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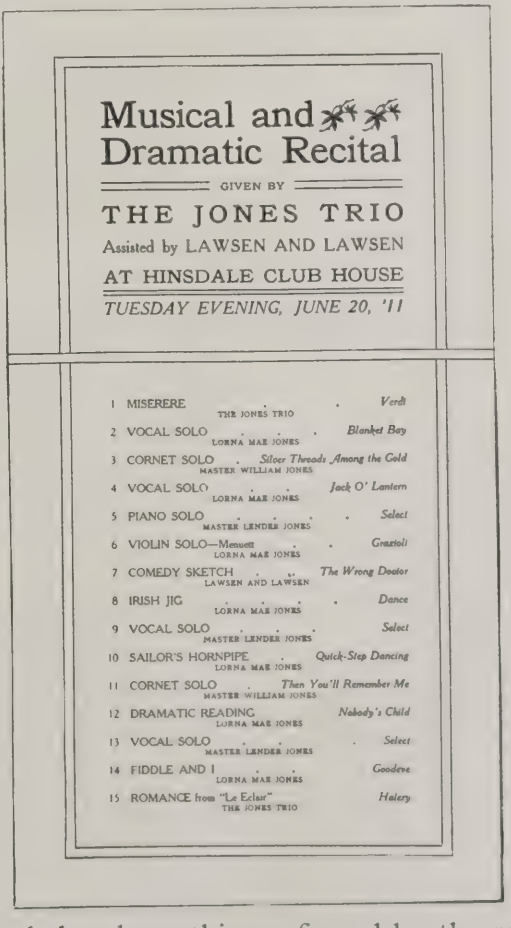
is helping to make a reputation for himself. I think I shall have to pass some criticism on the title page of the Blue Ridge Association booklet, as in my opinion it contains far too many "spots" of rule. This page was a hard one to deal with, inasmuch as it contains such a large amount of matter, but I believe more might have been accomplished by using a smaller size of body type and letting some of the display lines stand stronger. Regarding one of the other specimens sent, Mr. Hull says:

I noticed an article in a recent issue of the N. P.-J. regarding the working of double-page cuts. You will notice by the enclosed booklets for the Winyah Sanitarium and the Blue Ridge Association the way we handled them. We had two double-page cuts in each book, and of course only one center, so I took the most suitable cut and sawed it in two in the center and worked them in the inside margin; and as they were run in different forms, it took careful make-up and feeding to secure a perfect register.

This was a risky undertaking, as any printer will realize, but it has worked out very successfully in this instance. The title page of the Asheville booklet strikes me at once as being a very satisfactory piece of work, and I certainly must show it. In fact, we all know that this Asheville man is strong on title pages and we always expect to see something unusual in a bunch of specimens from him.

I have heard a number of times of the good printing which is done out at Hinsdale, Ill., and



Musical and Dramatic Recital

GIVEN BY

THE JONES TRIO

Assisted by LAWSEN AND LAWSEN

AT HINSDALE CLUB HOUSE

TUESDAY EVENING, JUNE 20, '11

1	MISERERE THE JONES TRIO	*Verdi*
2	VOCAL SOLO LORNA MAE JONES	*Blanket Bay*
3	CORNET SOLO MASTER WILLIAM JONES	*Silver Threads Among the Gold*
4	VOCAL SOLO LORNA MAE JONES	*Jack O' Lantern*
5	PIANO SOLO MASTER LENDER JONES	*Select*
6	VIOLIN SOLO—Menuett LORNA MAE JONES	*Grastoli*
7	COMEDY SKETCH LAWSEN AND LAWSEN	*The Wrong Doctor*
8	IRISH JIG LORNA MAE JONES	*Dance*
9	VOCAL SOLO MASTER LENDER JONES	*Select*
10	SAILOR'S HORNPIPE LORNA MAE JONES	*Quick-Step Dancing*
11	CORNET SOLO MASTER WILLIAM JONES	*Then You'll Remember Me*
12	DRAMATIC READING LORNA MAE JONES	*Nobody's Child*
13	VOCAL SOLO MASTER LENDER JONES	*Select*
14	FIDDLE AND I LORNA MAE JONES	*Goodeve*
15	ROMANCE from "Le Eclair" THE JONES TRIO	*Halevy*

I am glad to have this confirmed by the receipt of three samples of work from W. O. Skeels of

that town. It is good, clean, up-to-date work such as most towns need more of. I am glad to show the program as I believe it will offer suggestions to many other printers for this class of work.

E. S. Hanson, Chicago:

Dear Sir:—I believe I appreciate the desire on the part of the editors of the National Printer-Journalist to make it of value to the country printer, as well as to the city man, yet we note the ease with which the tendency goes toward the larger concern.

Possibly you appreciate the fact that the first state Ben Franklin Club was organized in South Dakota. One of the first things demonstrated was that the standardized blanks were too elaborate for the strictly country office. Many of us had no envelope at all. I at once adopted the cost figures as arrived at by larger concerns, and to meet our comparatively meagre needs in this line, I prepared a job envelope. Samples have been sought after by local men here, and it is possible you would be interested in your comment.

Fraternally,
H. A. STURGES.

JOB ENVELOPE---BERESFORD, S. DAK., REPUBLIC

Date No. 717
For
When wanted 191
Number Wanted
Description

STOCK

sheets
size and weight .... cut x

TYPE

Reprint Use judgment Near as possible Light Heavy
Nice job Cheap job Hand Machine

PRESS

Ink
Copies on
Submit Proof to .....
Tabbed

TIME RECORD

Composition
From to
From to
From to
Makeready-Cutting
From to
From to

Press Work
JOB CYLINDER
From to
From to
From to

Total number of productive hours.....

Cost of Stock $ ..... Price quoted $ ..

Remarks .....

I am very glad to get this letter from Mr. H. A. Sturgess of the Republic, Beresford, S. D. The envelope which he sends, and which I am here showing, is a very satisfactory one for a small office, and I know of nothing better which such an office might adopt.

Virginia, Minn., is not a large town, but it has demonstrated that it contains at least one good printer. His name is Rudolph Smith, who is with The Virginia Enterprise. He sends in a number of good letterheads and other specimens, one of the best features of which is their admirable press-work.

Agents for Western Electric Motors and Dynamos
Complete Stock of Lamps and Fixtures

Fire Alarm Systems and General Construction Engineers
Wiring and Electrical Work of All Kinds

OFFICE PHONE 60

TRITCHLER ELECTRIC CO.

ELECTRICIANS

W. M. TRITCHLER

A Complete Line of Flash Lights and Batteries of All Descriptions

New Improved Wire Drawn Mazda Lamps

Residence, 601 Spruce St. Corner Virginia Ave.
Office, No. 424 Chestnut Street

VIRGINIA, MINN., ——————————191—

AN ANNUAL OUTING.

The employes of the H. C. Hansen Type Foundry of Boston hold annual outings and the sixth of the series of these happy occasions was celebrated this year on July 22nd at Bass Point, Nahat. There were games, races, sports and jollity, followed by a fish and clam dinner, with a dessert of ice cream, strawberry harlequen and assorted cake, tea and coffee.

The program, set with Hansen type and borders, makes a highly appreciated souvenir. The foreword of the programme is sprightly and interesting and is as follows:

A customer asked one of our salesmen a few days ago: "Is the original H. C. Hansen still alive?" The salesman replied that Mr. H. C. Hansen is now, and has been for many years, the "livest" man in the type founding business in the United States. The H. C. Hansen Type Foundry is about to enter on its 40th year of continued successful progress, and it is a testimonial to the energy and ability of Mr. Hansen, seconded in later years by the efforts of his two sons, that this foundry has grown to its present eminence and enjoys its reputation for quality and accuracy.

When you look around among your fellow employes and note the number who have been in the employ of this foundry for five, ten, twenty years, and some for a longer period, it is still another instance of the square dealing, integrity and honor of the founder of the H. C. Hansen Type Foundry. We rejoice in this opportunity of assembling once each year for a day of good fellowship and enjoyment, together with our employer, who always makes it evident that his enjoyment is equal to ours.

We herewith wish to express our appreciation to the management of the H. C. Hansen Type Foundry for their kindness in permitting this outing each year and assure them that each employe takes an active interest in the welfare of this institution, and wishes that the well deserved success may continue for many years

Newspapers and Their Advertisers

An Address Delivered to the Associated Advertising Clubs of America, in Ford Hall, Boston, August 1, 1911, by James Schermerhorn, Publisher of the Detroit Times.

THE precise form of my theme was prefigured in the foregathering of this convention this morning in old Faneuil Hall, composite of tribune and mart.

Newspapers and advertisers—Titanic forces in our throbbing modern life! Strange that in the discussion of their inter-dependence we should be compelled to turn back to Faneuil Hall of the Cæsars—to the Roman forum, where political discussion and the traffic of the market-place centered.

The newspaper is the palladium of the people's liberties; publicity the cure of business ills. Yet the tongue of self-government and the trumpet of trade have no voice to right a wrong that tarnishes their relationship.

When the shed blood of Lovejoy, martyr to abolition, was crying up from the ground for the freedom of the press, the turbulent crowd in Faneuil Hall sought to drown the eloquence of Wendell Phillips with their jeers. "Howl on," cried Phillips, turning to the reporters' table, "I speak to millions here."

When one speaks for advertising liberty—the freedom that truth vouchsafes—publishers who imagine themselves happy with gyves upon their wrists, seek to silence the voice of protest; but, let them howl on—we speak to hundreds here.

Because the press is in no hurry to have its lapses proclaimed before ninety millions, it becomes necessary to hire a hall to consider the correction of the grave public wrong involved in the existing relation of newspapers and advertisers.

The press is "the vast shadow of the public mind," but it is not casting any reflection upon itself if it can help it.

Across the Christian Era we hear 1st Citizen, 2nd Citizen and others making Rome howl as they shout to the speaker of the day, "What are you giving us?"

In this open forum today the circulation-wise advertisers are asking the newspapers, "What are we paying you for?"

It is a privileged question to which the newspapers may rejoin: "What sort of stuff are we taking pay for?"

To both of which questions there can be but one answer if newspapers and advertisers have the correct vision of mutuality.

That answer, whether it relate to the quantity of circulation or the quality of the copy must be, the truth.

The publisher who sells anything less than the truth to the buyer of circulation, sells his honor in the bargain.

The advertiser who puts anything but the truth into the newspaper space he contracts for, barters away his good name and the publisher's, too.

The trustful reader pays, but Peter and Paul rob each other.

The advertiser is for truth mightily part of the time. He makes the publisher swear on the Book when he declares his circulatioon.

The newspapers have no association to insist guaranteed copy. They send forth no representatives to verify statements. They demand no affidavits. Where ignorance is biz. 'tis folly to be wise.

The American newspapers no longer regard it as editorial cleverness to exploit a lot of things that are not so.

They do not fall back upon the couplet—

"I cannot say how the truth may be,
I tell the tale as 'twere told to me."

Accuracy is the subscription department's best adding machine.

But with growth of newsgathering efficiency and the evidence of ethical emphasis upon every side, the advertising columns of too many newspapers disclose the truth as more of a stranger than fiction.

That publisher must be like a man riding backwards in a Detroit automobile and never seeing a thing until he has passed it, who does not look upon commercial honesty as quite as thoroughly up to the minute as an auto-plate machine.

I believe this is the place and the time to come with a plea for an ethical test of advertising. Splendidly your president has sought the past two years to give to the advertising craft the dignity and tone of a profession. If you are to become a profession, you must here and now formulate a code. That code need spell but one word, truth, and all other worthy things shall be added unto you.

It is a fitting place to thus exalt your calling. Truth took entire charge of Boston's earliest advertising. There was no benzoate of buncombe in the copy from Concord and Lexington, from Bunker Hill and the Boston Tea Party.

The results showed that the schedule was sincere; the series of patriotic advertisements "pulled" tremendously all around the world and are "producing" to this hour.

The advertising author ought to aspire to truth not only for truth's sake, but because something of the soul of the artist and poet should be in his work. The advertiser is really the literary exponent of an age of commercial romance, when the fairy fables of Galland and Grimm are being outdone in the astonishing achievements of the business world.

So the advertiser must be true to his task—as true as the historians, dramatists and poets who have embalmed the very mood and temper of their times in imperishable literature.

What the drama of Shakespeare was to the intellectual revival of the Elizabethan age, the lays of Macaulay to the clash of Roman arms; the epic and allegory to the early upward struggles of faith, the advertisement is to the material marvels of this commercial era—the very tongue of the age. To be impressive it should be true.

The epochs are identified by documentary remains, also. Here is a tablet with cuniform inscriptions—a message from ancient Assyria.

A roll of papyrus—some son of the Pharoahs in the Middle Kingdom dashed it off.

Here is a stone pipe with elongated stem—a copper-colored Carneigie of the colonial age won a peace prize with it as the best thing that had been handed out on arbitration.

We fancy the archaeologist of another epoch scrutinizing Elbert Hubbard's essay on man (fully insured) or Arthur Brisbane's dissertation on rubber heels or William Freeman's rhapsody on the savory excellence of the Rector cuisine, and declaring with a joyful antiquarian squeak, "Aha, something from the Columbian era—it must be, nay it is, the gem of the ocean!"

If this convention is to be of the nature of an aviation meet for truth crushed to earth, it is important that you establish the ingredients of advertising truth even if you have to expend the munificent sum of $1,600 a year to secure the services of an eminent pharmacologist.

But I beg of you not to leave it to a committee on personnel if you desire dependable guidance.

It is an old question. "What is truth," said jesting Pilate, and would not stay for an answer.

It requires no mudslinging at Shakespeare by Dr. Owen from the cozy bed of the river Wye to give Bacon the credit for this.

And the great essayist proceeds to furnish an answer. "It will be acknowledged by those who practice it not that clear and round dealing is the honor of man's nature; and that mixture of falsehood is like the alloy in coin of gold and silver, which may make the metal work the better, but it embaseth it. There is no vice that doth so cover a man as to be found false and perfidious."

Will you acceppt Bacon's answre to jesting Pilate? Or do you think there can be a reasonable and an unreasonable restraint of truth—with six months' notice to correct the latter?

If the truth, the whole truth and nothing but the truth is too drastic—if it sounds like asking you to sell all that you have and give to the poor in order to gain eternal life—this is the time to establish a twilight zone between the day of truth and the night of falsehood.

But be brave and be explicit, brethren. If you cannot stand the daylight come out courageously for twilight.

Shall the cut-off rule or the curtailed "adv." continue to mark the passing of day into the gloaming?

Or shall we adopt the cut-out rule and print nothing that we shrink from assuming full responsibility for ?

Would we say by word of mouth to the homes that welcome the newspaper's daily visits, "Allow us to pres-

ent our highly-esteemed friend and patron, but bear in mind he is separated from us by a double dash?"

Or to our banker, "We are pleased to present a customer who is entitled to your most favorable consideration—a-d-v?"

If you declare for reasonable restraint of honesty, it would be well to settle the number of readers who are poisoned by a nostrum or fleeced by a wildcat investment proposition, before the pervision may be said to be unreasonable.

If you fix a twilight zone, let it also be fixed how many times the Scheftels and Burrs must be thrown out of the mails and thrust into dungeons before their copy passes out of the gloaming into the dusk.

In the witching hour when the reign of truth gives way to the "rule of reason," let it be understood how long a certain grandmotherly curist must lie a-moldering in the grave before communications, in answer to newspaper advertisements, will fail to reach her.

The selling of intoxicants is restricted by law. This is a form of consumption that by universal agreement does not call for stimulation. The man in the white apron behind the bar cannot sell to habitual drunkards or minors, or after hours.

But the newspaper co-operates in front of the bar, at all hours, by inviting the children in their homes and the inebriates in their gold-cures to have a drink.

Who is on truth's side of this liquor question—public sentiment that limits the sale of intoxicants or newspapers that promote it?

China is wiping out the opium habit by stopping the cultivation of the poppy. You can correct dishonest advertising by cutting off the copy.

Could anything be more simple?

Truth stands at the door and knocks; let the advertiser open unto her, and she will bring him honor and glory forevermore; or, at least, respectability.

Truth has tried other doors. Opportunity may knock but once, but truth can show you a severe case of abrasion of the knuckles,

She has bade the subscriber let her in; but the reader is generally unresponsive. He possesses all the widely-heralded instrumentalities for getting what he wants—initiative, referendum and recall—but he tries none of these progressive weapons upon the newspaper that betrays his confidence and profanes his home.

Truth has pounded upon the prosperous publisher's door, but the impatient rap has been drowned in the roar of the octuples. Some publishers whose presses do not run so long and so loud, have heard the knock. They give space on their first page every day for a little talk from Truth.

Truth has appeared for two years at the door of the National Piano Dealers' Association, only to hear it strike the keyboard softly with "Knocking, knocking, who is there?" The piano dealers denounce the publication of deceptive puzzle advertisements, but they do not renounce the newspapers that commit the offense. They use the soft pedal.

Truth gets honorable mention from the Association of National Advertising Managers, who "resolute" right bravely that it is unfair competitioon to require them to appear in newspapers publishing dishonest and immoral ads; and then they proceed to compete.

Neither can one expect the higher life periodicals to establish the reign of truth in daily journalism. When about to launch a series of reviews of the American newspaper, showing too large an influence of commercialism in its policies, one of these periodicals saw to it that its announcements graced the pages of the chief offenders against advertising integrity.

Natural enough, but illustrative of the disinclination of newspapers to purge their columns so long as legitimate advertisers do not seem to care.

And certainly not through the statesmen will truth be tabernacled in the advertising sections of the daily press. In several state legislatures this year bills holding publishers responsible for immoral and fraudulent advertisements have been promptly tabled by politicians who hang upon editors' favors.

In a recent message President Taft asked for legislation against the lying label on the patent medicine bottle, and the point was well taken; but the chief executive is not entirely blameless himself in the mater of misbranded goods.

The loaf of tariff-revision downward, for which a great national campaign was waged in 1908, turns out to be the crust of reciprocity.

The President, who is a sincere man, says we shall have the whole loaf eventually. But why not now?

The Hon. Theodore Roosevelt's splendid periodical advertises Post's Toasties while the contributing editor toasts the Post Roasties appearing intermittently upon Mr. Hapgood's page in Collier's.

This mild and comparatively harmless example of inconsistency only suggests why reform within the newspaper office moves with leaden heel.

Our fourth estate has numbered, and still numbers, patriots who lament that they have but one life to give for their country. But the offering up of an advertising contract in behalf of the health and pocketbooks of their subscribers strikes them as a strained and unrequired sacrifice.

Only a little while ago we felt that chivalry was still in flower when a brilliant young journalist opened his arteries that the crimson current might restore life to the wife of his bosm; and as vitality and hope were infused into her frail body, unconsciousness came upon him.

He was willing to go quite down into the valley of the shadow that he might return with the woman he loved.

Behold in this a symbol of the tender concern the publisher should have for his readers. They should be to him as a bride to her husband—the lily-of-the-valley and the bright and morning star.

But when we get to that beautiful relationship, the process of self-renunciation will come in a very handy as a disciplinary substitute for war in calling forth stern and heroic virtues.

In the meantime to you, creators and disseminators of the business messages of the golden age, we must look for action that shall make twentieth century advertising the handmaided of truth and compel the newspapers to leave out all else and cling only to her.

The hand that writes the copy and the contracts rules the newspaper world in this matter of advertising integrity. Here in Boston, associated with the beginnings of the best there is in national traditions, is a good place to show that hand.

Boston, as the brilliant son and prophet of your president's fair southern metropolis, once said, "the cradle of American letters and almost of American liberty, where Webster thundered and Emerson taught, Channing preached and Longfellow sang!"

Why not give the place of your present deliberations a new renown through the deliverance of advertising from dishonor, and impart to Faneuil Hall, consecrated shelter of free speech and unfettered trade, the later glory of being the cradle of an emancipated press?

TOAST TO THE TWO FLAGS.

One of the happy events of the closing banquet of the Ad Clubs' Convention in Symphony Hall, Boston, August 4th, was the presentation of the entwined flags of America and Great Britain to the English visitors, accompanied with the following toast by O. J. Gude of New York City:

"Here's to Britain's flag and Uncle Sam's Stars and Stripes and Union Jack, folded and enfolded, wrapped and entwined, caressing each other in joyous intermingling.

"Each flag the pulsating expression of the loftiest ideals and noblest patriotism of the individual, summoning from the soul's depths all that is best, purest, and most holy.

"Here's to their everlasting intermingling, and may similar aspirations—by the millions of England and of America—the recognition of common kinship—carry a thought to the great Beyond that will bring benediction on this sentiment from above.

"And, in the name of reciprocity—the commercial handclasp of nations—we all here voice earnest hope that no interest or any combination of interests shall, at this time or in any time, these Stars and Stripes and Union Jack unentwine."

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Department to Harry M. Basford, 516 Exchange Bldg., Denver, Colo.

FOR many years the printing business has been making rapid progress along the lines of improving the quality of the product, perfecting the machinery in use in the various branches of work and in the invention of labor-saving devices for increasing the output of a plant. While there will continue to be important advances made along all theese lines, the printers of the country have at last awakened to the necessity for making some improvements in the methods in vogue for the marketing of the product of their presses and important changes are being made daily in the systems by which the printer ascertains his costs and fixes his prices. There has never been such a lively interest in accurate cost-finding methods as there is today as regards the systems employed for finding costs and estimating work. That much good will result from this condition of affairs must be conceded. Many printers have already profited richly by the information that is being disseminated for their benefit by the cost experts and master printers who have given the subject of absolute cost-finding careful study. It is one point upon which all printers can agree, for it is to the interest of every printer not only to know what his own costs really are, but it is to his interest to have his competitors install similar systems so that they may know what their costs are, it being reasonable to suppose that no printer will knowingly sell printing for cost or less if he knows what his costs actually are.

"More work and better profits" should be the motto of every enterprising printer and if the above paragraph seems a little foreign to the title of my department, it is at least in line with the subject and may be considered as merely introductory to some suggestions on advertising to follow:

I found a very attractive brochure from The Coyle Press, Frankfort, Ky., in my mail the other day. The booklet is well illustrated and will undoubtedly bring business to the firm issuing it as the copy is well written and designed to catch and hold the attention of the business man who buys printing. The following article from the booklet on "How to Buy Printing" is so good that I want to offer it for your own benefit, as illustrating the kind of arguments that will appeal to business houses. Inject a little of this same spirit into your own advertising and note the effect. The article referred to follows:

HOW TO BUY PRINTING

The total in commercial printing is climbing up toward $300,000,000. How to buy this amount of printing satisfactorily is one of the great problems. Upon it rest much of the efficiency of printing-press product, the satisfaction of the buyer, and the growth of the printing industry.

Modern methods of handling printing are hampered by small beginnings. When its commercial field was merely billheads, letterheads, and envelopes, the competition basis was in control. With the new requirements of style and quality, the basis of price only must be done away with.

If printing were to remain a mere incident in commercial affairs, as on the old basis, the question of buying would remain relatively unimportant. However, as printing-press product becomes the modern vehicle of business, its buying is of vital importance. It is hard, however, to disassociate the methods of the letterhead and envelope days from the more recent developments in printing as the dominant selling factor. The value to the buyer rests not on what printing costs, but upon what it is worth. No specific rules can be made for buying printing. It is not commodities which are manufactured first and sold afterwards. In its highly developed form, printing is not merely merchandise, but largely service. It includes all the elements of professional advice, co-operation is not subject to barter.

Another difficulty is the great range of requirements and degree of knowledge of printing among buyers. In many smaller enterprises, printing is still charged to the expense account. Even under these conditions every form used for correspondence is largely advertising, and breathes the personality of the firm represented. Catalogues and display advertising, as the selling factors in great undertakings, pass from the expense to the selling account. Value is to be measured by results just as much as are the services of executive officers and salesmen.

Do not scatter your own ideas, time and money—secure the co-operation of a GOOD printer and there will be larger possibilities in accomplishment and greater returns than by any other method.

The increasing interest in house organs, has led some of the far-seeing printers to make a bid for this particular kind of work. Many business houses appreciate the value and im-

portance of a house organ in their advertising campaigns, but they need help to enable them to carry through such a publication, and the printer who offers to assist them in the work will surely benefit by his suggestion along this line. I do not mean that a printer should offer to edit a house organ free for a customer because he is given the printing of it, but there are many ways in which he can help that will bring remuneration to him and make new customers. The well known Griffith-Stillings Press of Boston exemplifies the above statements in a neat blotter recently issued by them. This blotter was printed on gray, basket weave blotting, the type matter being in blue ink and the rules and border in gray. The text of the ad follows:

YOU NEED A HOUSE ORGAN

Most manufacturers, and a good many jobbers, need a House Organ. It is the most direct and one of the most profitable forms of advertising. There is no waste in it. It goes to precisely the people you want to reach, and says just what you want to say. It goes out with regularity—one of the cardinal virtues of good advertising. It may be made to wield a tremendous influence, and **it sells goods.** We can make a House organ for you that will be a winner. We can write it, illustrate it and print it; we can edit your matter and print it, or we can merely be the printers—either way that suits you best. There are reasons why we now do these things considerably better than anybody else we know of. We cannot very well explain them here, but we want a chance to tell you all about it. To the manufacturer or jobber who is interested enough to ask questions, on his business letterhead, we will be glad to send a copy of our own House Organ, **"Character,"** which shows just how we do such things.

GRIFFITH-STILLINGS PRESS

Telephone Us—
Main 5969

368 Congress Street,
Boston, Massachusetts

As I have probably stated before (but the statement will bear frequent repetition) the selling of printing is quite different from the selling of other merchandise and the printer who would make a financial success of his chosen occupation, must be more than a good printer. He must be more than an ordinary business man. In fact, he must be an extraordinarily good business man if he would make money in a trade where a majority of those engaged either fail or secure only a meagre living therefrom. It is becoming understood, at least in the trade itself, that the business of printing requires rather unusual business acumen to produce the profits commensurate with the work required. The leading printers of the country are studying the subject as they have never done before. Large printers are leading in the movements which will reform the trade and the smaller printers are profiting by the work of the larger ones. Advertising is one of the subjects that are being considered and before many years have elapsed we will see printers issuing advertising for their own plants that will be models of excellence for all other lines of business.

Now for a few helpful hints for the newspaper publishers and especially those in the smaller cities and towns of the country. Have you noticed how some of the papers in the large cities advertise the value and advantage of their own space to advertisers? They have an appreciative idea of the value of space and they therefore use a liberal allowance of it in telling prospective buyers of advertising about it. Space is certainly worth as much to the publisher as it is to any other business man and I contend that every publisher should use his space liberally in promoting his own business. Plan your own advertising campaign as carefully as you conduct any other department of your business and you will profit by your efforts. Advertise the advantage of your paper for fall openings, and

MR. BUSINESS MAN

As a local merchant or office man, whose business comes largely from the people who live in your own home town, you appreciate the value of anything that tends to increase the population and prosperity of your territory.

Your local newspaper is the very best exploiter and hardest worker for the business success of your community. It is boosting for you indirectly whether you patronize the paper or not.

And if your local newspaper is a powerful influence for the good of the town, it can also be made an equally good publicity agent for your own business.

So, when you advertise in your home town paper, you not only help yourself, but you help the paper and you help your town.

Rates and circulation considered, your local paper is the best medium for your advertising.

We will be glad to show you why the News is the best paper to publish your advertising in this field. Our representative will explain the reasons in a few minutes.

other seasonable advertising, talk for the want ad department, exploit the advantages of a home town newspaper over other forms of advertising, explain that a good, live, local newspaper is the best booster any town can have and that every business man in your locality is benefited by your paper. There are many things that can be said in favor of your publication as the best advertising medium for the business houses in your section and all these should be impressed upon your clientele of readers persistently and consistently. Do not let a single issue of the paper leave your office without some strong advertising for yourself. We are reproducing an ad along this line, illlustrating how this kind of work can be done. Other points will suggest themselves to you if you give the matter a little thought. Change the ads often so they will not look old and you will be surprised at the amount of new business that can be secured directly and indirectly. Your solicitors will find it easier to get new contracts and to renew old ones if you are carrying on a campaign as outlined above.

Prospective advertisers can be signed up for space more easily if you and your representatives show a disposition to assist them in preparing their copy, securing cuts for them and in suggesting the kind of advertising most likely to make sales for them. Advertising is one of the things that people buy only when they expect to profit financially from their expenditure.

THEY COME BACK CLEAN.

Our method of washing removes the dirt without tearing the clothes. Delicate fabrics are not washed with the heavier pieces, and we do not wear out the clothes in washing.

Gentlemen's linen is handled in a separate department, and we know that our way of laundering your shirts, collars and cuffs will please you

Phone ..... for our wagon.

You have to show them that your advertising will make money for them and from your knowledge of business you are in a position to help them to the profit. A good plan is to offer to furnish cuts to new advertisers to illustrate their ads. These cuts are cheap and you can well afford to buy a few electros or matrices, if you have a stereotype outfit, and offer them to your advertisers to use in their ads. A few suggestions that will improve their copy will also be appreciated. The reproduced laundry ad with illustration is offered as a suggestion along this line.

Right now is a good time to start your fall advertising campaign for fall advertising, if you have not already done so. Many small advertisers will sign contracts at this time of the year who do very little advertising at any other season and the live publisher who is on hand to present the merits of his publication will get the business.

THE NEWSPAPER CABINET.

In the afternoon on one of those sweltering hot days, the President ambled into the Cabinet Room, mopping perspiration from his brow with two handkerchiefs. About the table stood thirty newspaper men ready for the meeting of the "Newspaper Cabinet" at 5:30 P. M., on Tuesday. The Chief sat down languidly, indicating that he had had a hard day of it. He put down one handkerchief on the table and waved the other while talking to the newspaper men, some of whom were comfortable in the "seats of the mighty," the very chairs used by members of the Cabinet. The volley of questions began with the democratic simplicity of a corner grocery chat.

On the table were American Beautty roses, and the newspaper boys alternately sniffed them and fired questions at the President betimes. Over the mantel hung a picture of Lincoln; on the divans at the side of the cabinet table the tallest newspaper men with their knees in the air, were trying to "look wise" and dignified, because there were correspondents from the London newspapers to be presented. These English journalists could scarcely comprehend the simplicity of republican intercourse between subject and ruler. Without any form or formality, here was the President of a great nation talking over public policies with newspaper men, without the slightest pretense of official reserve or ceremony. The President's jovial smile rather broke the force of the emphatic gesture with which he struck the table when someone insisted on the necessity of a popular educative campaign on Canadian reciprocity.

The meeting had a general social side. Penfield, the well-beloved doorkeeper, entered the room and turned on all the battery electric fans. Outside, the boughs of trees were gently nodding as this "second Cabinet" continued to discuss reciprocity, the Supreme Court decision and the arbitration agreement which had been submitted by Ambassador Bryce to the State Department that day. There was a report of the Tariff Commission on the cost of making paper and pulp in Canada and the United States. There is alwaays flowing to and from the White House a great mass of information and detail which seems to be necessary when economy tinges and largely affects every phase of legislation.

The newspaper men seem to cover the United States with a fine-tooth comb.—From "Affairs at Washington," by Joe Mitchell Chapple, in the National Magazine for August.

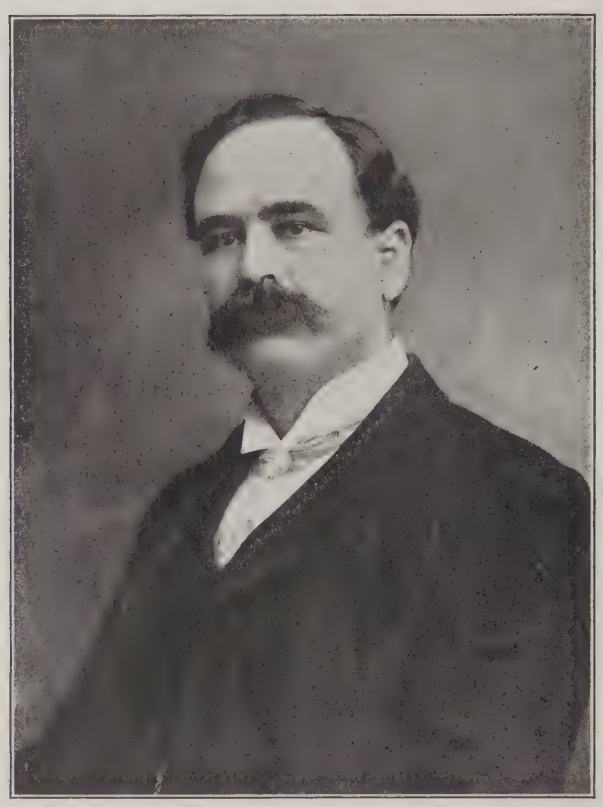
Civilization Prospers Through Peace

By S. P. Brooks, President Baylor University, Waco, Texas.

I AM here on invitation of the President of the National Editorial Association to speak to the question announced. It may seem strange that one reared in Texas, where most northern and eastern people suppose the fighting spirit prevails, should take a subject that looks to the peace of the world. To follow my feelings is to keep up the instincts of birth and early environment; to follow my judgment is to advocate and promote against all comers whatever will reduce the possibilities of international war, for example, the reduction of armaments.

Civilization is the output of time. Historians have not given us the records of social events. They have recited the deeds of valor on the field of battle. They have incited the youth of the succeeding generations to a belief that the heroic can be found only in that which relates to war.

More careful study of the past in the light of the present shows that some of the mightiest movements for the uplifting of the race have been in the field of the home,



S. P. Brooks

by the altars of faith, at the bar of justice and in the domain of culture. Civilization never grows on a dead level, nor is its tendency downward. It looks upward. It overcomes prejudice, malice, racial defects and so-called conservatism. Civilization is a process and the steps to its goal have been ever met by voice of him who feared a change, who through motives religious, political, financial or social has harked back to the example or teaching of some master who did and said, at the time he lived, the best he knew. It is not all known what Adam said or thought, but it is evident that he thought God's commands violative of the best interests of the race. To the objectors of proposed social changes from the paths of the past, things have always been un-Adamic, un-Mosaic, un-Socratic, un-Jeffersonian or un-something or un-somebody.

Throughout the social stages of growth, man has done the best he could in the light of his experience. He has met the needs of an ever-increasing population. When he could not find food from the trees and the seas, he domesticated the wild animals which increased his food supply. Ownership of property grew from right of him who was strong in muscle to rights in law protective of the less strong. The cultivation of the soil added new problems. Constantly increasing discoveries and inventions added others. Through it all man's barbarity has clung mightily to him. Yet every advance has left the race wiser and better. It is a far cry from the savage type of Andrew Jackson. It is a farther cry from the type duellist to the advocate of courts for settlement of private feuds, as in the type Alexander Stephens.

Man's social isolation was broken up by whatever removed rivers, mountains, oceans and air. Nations became neighbors to other nations. Their first impulse has ever been to beat back the foreigner as synonymous with enemy. To do this armies were established. Each nation afraid of the other has made commensurate increase in its war equipment. Time and inventions have added to the cost and deadliness of military implements until we are now upon a time when almost automatically war must be no more.

Think of Europe in these times of progress and civilization! The leading countries of the fatherland during the last twenty-five years spent for peace on a war footing twenty-nine billion dollars on which they annually pay one and one-half billion interest. Think of Europe's four million men in the standing army ready to pounce upon one another at the whim of a King or the behest of some parliamentary body under the spell of the demagogues ambitious for pelf or for name! Think of the shorter hours of labor and the cheaper food for those millions of men if they were turned into the channels of mechanical industry or to tilling the now weary wastes of soil!

If my illustrations seem geographically far, let us come nearer home: For the eight years prior to the Spanish American War, the United States spent in round numbers annually fifty million dollars for its war equipment. For the eight years subsequent to the Spanish-American War, we spent approximately one hundred and eighty-five million dollars. The annual increase was thus one hundred an dthirty-five million dollars. For the eight years the total increase was above a billion dollars, or more than the entire national debt. If we cannot have peace any other way, let us not complain at the cost. Is there not a better way?

The cost of one battleship mounted for service, as the North Dakota, was twelve million dollars. That money would build a macadam road from Chicago to New York, or Chicago to Dallas, or any other like distance. Two battleships would give a six-foot channel to the Mississippi River from St. Paul to the mouth of the Missouri River. That one battleship cost more money than the grounds and buuildings (not endowments) of Yale, Harvard, Brown, Amherst, Williams, Bowdoin and Dartmouth combined. It would builld and equip perhaps twenty universities the equal of the average state university.

To fire one of the big guns in practice costs the price of a small farm. Has civil society found no better way to maintain amity between nations?

Seventy per cent of the national income of the United States goes to meet the requirements of wars past and prospective. Only thirty per cent for civil cost and internal improvements. Is this the best we can do?

No one knows better than the editor how the free publicity bureaus of sundry causes seek to work him.

No one knows a more prolific source of free stuff than originates about the Army and Navy Leagues in Washington just before every Congress meets. Fear seizes our national warriors. They see things at night and by day, always a goblin to get us. Is there need of fear?

Here in this charming City of Detroit, on the line between Canada and the United States, along whose border not a gun or warship is stationed, nor has been since the treaty of 1817 to the effect that none would be. Here along with other border cities it is expected, 1914, to celebrate in becoming style one hundred years of peace between England and the United States. Now when every day's paper tells us of the closer coming of the vote of the Anglo-American treaty, whereby all matters of trouble may go to Arbitration instead of war, and wherein other European nations are desiring to have a part, shall we not give credit to our great President, Mr. Taft, for his keen statesmanship in proposing as much faith in future treaties as has been kept in the past?

Shall we not take courage and rely on experience that teaches the binding quality of treaties signed over the banquet table as well as those made at the point of the bayonet? Can we not see the significance of the recent modification of the Anglo-Japanese treaty, which forbids either party to the compact fighting a third party with which an arbitration treaty may have been signed? Does it not practically make war impossible, certainly improbable, between either the United States, England or Japan? Moreover, when France and Germany join in the compact, as now seems probable, will it not mark the advent of the peace of the world?

What if we should go on building warships till we dominated the oceans, would we be any better? Would it keep other nations from undertaking the same thing, or would it keep any or all nations from the use of the high seas which God and men regard as free to all alike?

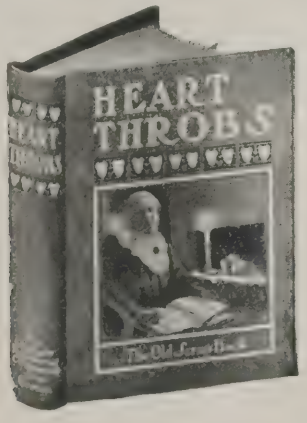
I call upon you as editors to take council with your judgment, with the tides of time and see if you cannot join the peace advocates in creating an atmosphere of the heroics of peace. Let us teach the rising generation that a Captain of commerce for the future will be greater than a Captain of War. Let us praise him who keeps the step in the field of industry more than the mere rythmic effect of the march of armies. Let us create a moral equivalent for war and teach the youth to find it.

I take pride in my citizenship as a Texan but more as an American. I count it a joy and the resultant of study, education and culture that I regard myself a citizen of the whole world. I call on you, the men of the national press, to create more and more the spirit of the brotherhood of mankind, and a spirit that recognizes the rights of others in the affairs of the world as well as that of our own, a spirit that puts in their proper places all local affairs in relation to world religions and world governments. To do this will promote good fellowship among all men of all nations, and thus the higher civilization of the world.

VISIT NATIONAL MAGAZINE

The visit of the delegates of the Associated Advertising Clubs of America to the *National Magazine* plant in Dorchester was one of the events of the week.

A party three hundred strong set out in special cars from Copley Square and the band furnished music along the route until the office of the *National Magazine* was reached. There the party were shown through the office,



where the great presses and all the machinery was busy and fluttering flags decorated the press deliveries and the flying pistons of the monotype typesetting machines. It was a scene of whirring activity, and many of the printers said it was one of the handsomest offices they had ever seen. All the workers were there with badges and buttons ready with a cheery word and smile of welcome. One department store manager said as he passed through, "If I could have those people in my store, my trade would increase."

Down where the band stood playing the crowd followed, and found the masons busy at work on the *National's* new home. The men stopped a moment while the editor mounted the threshold and made a brief and hearty address of welcome. The audience sang the stirring strains of "America" with the band. The flagstaff in the center of the building was filled with streamers; everybody wore the colors of the *National* that day.

Each guest was presented with a copy of "Heart Throbs," and their grateful expressions of appreciation were most inspiring.

Mr. H. B. Keister, of Waterloo, Iowa, who hails from the birthplace of the Chapple boys, made a most eloquent address, referring to the old days when he remembered the "boys" making mud pies on Big Creek—and how little he thought then that he would see them again laying bricks, helping to build a better and bigger Boston. After his address he asked everyybody to turn to page 178 in "Heart Throbs," and then and there the three hundred

EDITOR JOE MITCHELL CHAPPLE

people sang every word of that good old tune "Auld Lang Syne." It was remarked by many of the delegates that they had never heard of any assembly that sang "Auld Lang Syne" every word from beginning to end.

The delegation was then carried to the scene of the battle of Lexington, along the route of Paul Revere's famous ride. The impressive ceremonies on the historic battleground will never be forgotten. In the twilight, the band first touched the historic green, playing "Yankee Doodle Doo." The company then marched around the monument—the first soldiers' monument ever built in the United States.

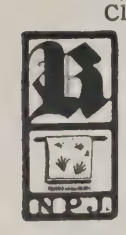
The St. Louis quartet sang "My Hero," with megaphones, a thrilling song for the occasion, and everybody joined in singing "America."

An address was made by the host, calling attention to the thrilling scenes enacted on the spot where the delegates stood. "From here John Harrington dragged himself to the threshold of his home on the corner and died in the arms of his wife, and an American home was baptized with the first blood of the Revolution."

Who that was present can forget the scene in the twilight as the company crossed the battlefield singing the martial hymn, "Onward, Christian Soldiers," led by the band? It was a day that the Iowa delegates will never forget, and they were proud to have with them delegates from many other states.

When "Space" and When Specialties

Address by Henry S. Bunting, Editor of the Novelty News, Chicago, before the Associated Advertsing Clubs of America, at Boston, August 2nd.



ERT MOSES, of Omega Oil, as president of a national organization of advertising managers, said, in an interview in The Caxton Magazine a few months ago, that, after about fifteen years of study and experience in the advertising business, the longer he kept at it the less he knew about the subject.

I have no doubt that Mr. Moses spoke seriously and candidly and meant every word he said. I have heard other able advertising men talk the same way. It takes a big-minded man to talk that way about his business or profession. I have also heard physicians admit the same deplorable conviction of uncertainty or helplessness after devoting themselves assiduously for years to the dogma that drugs cure disease.

Such admissions as applied to any field of human knowledg can only be interpreted as the sincere testimony of a deep-thinking man that there is something radically wrong with his science, or art, or practice, or system—whatever it be called—there is a lamentable error viewpoint, or method, or application or fundamental principle somewhere, or else this state of affairs could not be that a devotee would give his life to a branch of study or department of human endeavor and be really less wise, or less sure of his ground, or less efficient than when he began.

I am taking no unfair advantage of Mr. Moses in applying the test of scientific examination to a chance remark made in a literary interview. What he said is true, seriously true, and is well known to be true, and applies, not only to himself but to all advertisers and advertising managers who make the fundamental error of accepting the use of "space" advertising as entirely synonymous with the whole field, or science, or art, or practice of advertising—whatever we call that business.

The advertising man who practices in one field or department of publicity only, and finds the limitations of that class of media, ought not to jump to the conclusion that there is nothing in publicity beyond the reach and accomplishment of his personally chosen and tried media. For instance, the Omega Oil Company would not be justified in setting the limitations to the cost, efficiency and possibilities of advertising, as a whole system, if its experience had been limited wholly to "space." A firm might use newspaper and periodical space, billboards, streetcars and store signs and still fail to capture its coveted patronage. It might be—as is often true—that a due use and admixture of novelty, or souvenir, or gift advertising is still needed in that campaign to furnish the right amount of individual interest and personal appeal. It would not be wise or good business for any such concern to conclude rashly there was no opportunity in advertising for them because they had failed to realize it from an appeal to space publicity alone.

Again, the firm which began its advertising campaign with gift novelties, and finding them to work very satisfactorily up to a certain point, who would omit to make use of other specialties, such as those of the indoor or outdoor sign classes, or to reinforce this campaign of specialty advertising with space or educational advertising in publications and on boards, would not be competent to say that advertising as a whole was exactly the same as their limited investigation and trial had proven.

In citing these three hypothetical advertising situations where a business concern is supposed to be using only one or two among three or four available standard methods of advertising, you will see that I say the exclusive novelty user and the exclusive sign specialty user and the user of both these branches of specialty advertising together, is no more qualified to pass upon the merits or demerits, the possibilities and probabilities, the certainties or the uncertainties of the whole broad science of publicity, than each of these partiiular fields represent; and he is no **less** qualified to speak authoritatively upon this subject than the exclusive user of the mere "space" media.

I hope my fairness is plain in this position. The partisan of one method cannot represent any idea or method but his own. He may become all expert in the knowledge peculiar to his own limited field, but he cannot speak authoritatively for the rest. He may have views, and he may guess, but those who have greater knowledge, based upon experience and reason in those other fields, will reserve the right to speak authoritatively where his competency or assurance ends.

Now, this is perhaps a long way to get to the point of saying that Mr. Moses is in the uncertainty he confesses—**not because the science of advertising itself is in such chaos,** but merely because Mr. Moses happens to be a disciple of the "space advertising exclusively" doctrine. I don't know of my own knowledge that he is—but his words and his views proclaim that he is. None but an advertiser who leans wholly on the crutches of "space" publicity could or would feel that way about it. Like the doctor who has put his faith in drugs, and when drugs are proven to be of no avail concludes there is nothing else to help his case, Mr. Moses speaks of the uncertainties and limitations of his one system or practice only; the physician's error is due to falling into the assumption that drug giving is synonymous with the whole practice of therapeutics, whereas an osteopath or a faith healer would undoubtedly be able to demonstrate to him there were resources for the healing of the sick not dreamed of in the M. D.'s philosophies and physic. So with the advertiser who puts his faith in the efficiency of "space" alone.

The error is one of short range vision merely and not any inherent fault in the landscape. It is all there, but one man sees only what his eyes bring to him. Brother Moses has simply paid the penalty which a thousand other doctors of publicity and promotion have done, for practicing too limited a system and for not being as familiar as they ought to be with all the correlated and co-ordinate departments of the advertising system. It is a failure to study the differentiation of form of media with a view to understanding their specialization of function. Different media do vastly different work.

Mr. Moses says, by his words, there is no science of advertising. Other leading advertising thinkers say the same thing. It is customary in the lucid and confidential moments of our fellow craftsmen to hear the same views iterated and reiterated freely. I do not happen to know of an authority on advertising who has ever contended that publicity is a science. Prof. Scott, in his estimable books, has shown there is lots of science in copy, etc., but, so far as I am aware, he does not think we have arrived, as yet. As much as Elbert Hubbard has extolled and expounded and advanced advertising I do not recall that he has ever enrolled it among the "sciences" which men have delighted to regard as based upon definite, organized and verifiable knowledge.

In the face of this well-nigh universal modesty among advertising savants I make bold now to affirm that the science of advertising has come, that it is already here, and that it has developed at least as far along its course as the science of political economy, the science of meteorology, the science of business or the science of therapeutics.

Advertising is a science. It represents a science and an art both.

If this is not now generally recognized it is merely because the exponents of advertising, as a class, are addicted to too much sticking to one method or theory and are not living up to their opportunities for being well-rounded because well-grounded and widely experienced practitioners of publicity.

What is science?

Science is organized knowledge. Science is systemized facts and principles, duly related as to causal relations. Science takes experiences, combines them into groups, analyzes their meaning, deducts their working principles. Science is built upon analysis and synthesis. It makes a reasonable and trustworthy conclusion possible from given premises. It can construct principles out of facts, and find facts wanted from the application of known principles. Science reveals the genealogy of cause and effect. It can work forward and backward. It can predicate cause from effect and effects from causes.

This, then, is the test of science:

Science Can Predict.

Science is the organized knowledge of any branch of human interest or effort which has become so well

systematized and whose facts and principles are so correlated and understood that it is possible to predict what will result from given factors in given relations. Science means certainty. Science means predicting what will come to pass. This is the supremest test of science: that its accredited exponent can tell **what** and **when** and **how** and **why.**

In the light of this definition is there now available to business men a science of business promotion called advertising?

Yes, unquestionably. It exists. It is available for the man who wants it and seeks hard enough to get it.

Is advertising scientific?

Ah, that is a horse of aonther color.

There **is** a science called music. **All** musicians are not scientific.

There is a science called advertising. It is one of the latest to be developed. It is not as yet known or applied in its entirety by most of those who are conversant with its integral parts. This science is understood in its full-

manifold ends in view. He selects one class of media for one class of work, another for affecting a different purpose, and a third for obtaining still other results. As his selection is scientific, he accomplishes each result—just as he deserves to. And Mr. Dobbs is by no means the only advertising man in the United States who carries out his campaign with this carefulness, discrimination and uniformly good success.

Coca Cola uses the newspapers, magazines, billboards and street-cars to educate the masses. That is "space" advertising. It uses many kinds of store-front advertising and indoor advertising in the form of one or another specialty to become its "silent salesmen" right on the spot where the stuff is sold. These two widely different classes of media—space and sign specialties—appeal to the mind, the reason, the imagination. They urge and suggest patronage.

In addition Coca Cola uses novelties by the millions. It uses gift specialties of one sort and another to give to the people and to make the sort of personal ap-

By courtesy of The Oswald Publishing Co.

Group of delegates to the Twenty-Sixth Annual Convention of the National Editorial Association taken at Ottawa during trip through Canada

ness by comparatively few advertisers. Yet it is understood and it is applied with the precision of a fixed science by some of them. These scientific advertising engineers I can designate as a class that will help to identify them for future study. This clas is strictly limited to:

(1) Those who are users of all three of the fundamental methods of advertising, to-wit: (a) space in publications, (b) space in locations, and (c) gift specialties; and

(2) Those who know **when to use "space" and when to use specialties.**

Lest I be accused of framing hypotheses about this subject merely, let me quote an example: One advertising man who meets this test will suffice. I name Samuel C. Dobbs of Coca Cola fame, president for two years of the Associated Advertising Clubs of America. You all know him. Make the application of my statements to his case for yourself.

Mr. Dobbs uses all the well recognized, tried, proven, accredited, successful and profitable advertising methods and media in his campaign. He does it according to a definite program and for specific purposes. He adopts his media and the methods of using them to all the

peal that wins their interest, good will and favor. This is heart advertising. It is a dividend-payer.

So Coca Cola uses the three main sorts of advertising with equal appreciation and vigor, and it accomplishes a definite purpose with each medium—each class of media reinforcing the other class, all co-operating together, neither showing any jealousy for the other, neither getting any favors, each being held to strict accountability for doing its given work—that is a good illustration of the modern science of advertising.

Not only does Mr. Dobbs advertise to his customers by this plan but to his trade that sells his product. On his appropriation list are gift specialties to secure the good will and co-operation of the boys and girls behind the counter who dispense the drinks. Do you suppose his campaign would be scientific if it stopped short of reaching, educating, pleasing, influencing, and **winning** the co-operation of everybody concerned in dispensing Coco Lola? Of course it would not. Modern advertising, which is scientific secures the distribution of products. It not only advertises. It sells. It effects the consumption of commodities. And none of the machinery of trade can be left un-oiled without increasing the friction of moving the load.

The Penny Postage Movement

An Address delivered by Stuart H. Perry, publisher of the Adrian Daily Telegram, before the National Editorial Association at Detroit, Mich., on July 19, 1911.

MR. PRESIDENT, Members and Friends of the N. E. A.—Although your patience must already have been nearly exhausted by the long program of good things presented at this meeting, I still take pleasure in discussing with you briefly a subject that I consider of vital interest not only to all the members of this Association but also to all business men and residents of the smaller cities and to the farming population of this country. I refer to the movement in favor of One-Cent Postage, which I regard as one of the greatest threatened perils that the smaller publishers of this country have had to face in recent years.

The unsettled status of all matters connected with postal rates and the postal service presents a condition of vital interest not only to publishers but to their patrons and to the general public. The publishers are most immediately interested because the result of any radical change in the postal service will effect them first; but inasmuch as the burden can be, and inevitably must be, shifted in a large measure from the publishers to the public, it necessarily follows that the problem is essentially a public question. It is a question that concerns the people as a whole, and to regard it merely as a question regarding publishers is to take a short-sighted view that may lead to irreparable mistakes.

That radical changes are in the air in Washington is self-evident, and that these changes will effect publishers adversely is hardly less so. Every proposal, in fact, looking toward a change in postal rates will be detrimental to publishers either directly or indirectly. It is a further noteworthy fact that the smaller publishers are the most directly concerned, and that the smaller communities are bound to suffer with them in an even greater degree. It is an unfortunate fact that there is a direct conflict of interests between the large and small communities, the large and the small interests, and the line is sharply drawn between them in the discussion of practically all suggested legislation upon postal questions.

This whole subject is essentially a selfish question, and there are so many cross-currents of self-interest that I desire to explain at this point just what my personal viewpoint is. I am the publisher of a small daily paper with a circulation of about 7,000, in a county seat town of about 11,000 people. I have no other interests and am not connected in any manner—directly, indirectly or remotely—with any other form of business or with any politics or politicians. I think I can claim therefore to speak disinterestedly in behalf of the small publisher and his constituents.

This whole subject, complicated though it may appear, is easily reduced to its lowest terms. In the last analysis two facts stand out above all others: First, the peculiar administrative theories and methods in the department; and, second, the influence of the express companies and other big interests. These two factors, and especially the second, dominate every phase of the entire question; sometimes obviously and openly, sometimes far beneath the surface, but always the real determining influence, pro or con.

It is this second phase of the question that I wish to discuss tonight.

Because of the peculiar system of administration and accounting in the Postoffice Department it is impossible to know what the actual profits or losses have been, but for many years there was an apparent deficit running some years into many millions of dollars. As long as this condition prevailed, the question of the parcels post remained in abeyance; but more recently as the Department approached a nominally self-sustaining basis, the demand for a parcels post became so insistent that it became necessary for its opponents to find some new and effective weapon to use against it. The only way in which the parcels post could be averted was to destroy the threatened surplus and put the Department back in its old condition of chronic bankruptcy. The opposition very cleverly hit upon penny postage to accomplish this end; which it certainly would accomplish, and much more. For on the one hand it assuredly would wipe out all possible surplus for years to come, and on the other hand would work strongly to the advantage of the very elements that are opposing the parcels post, and would do so at the expense of the farmers who are demanding it. As a two-edged double-pointed weapon it stands unrivaled for keenness and flexibility, combined with a harmless appearance.

The first salient fact in the penny postage propaganda is the assertion that the Government is now making a profit of $60,000,000 a year from first-class mail; from which it inevitably follows that if such profit were wiped out by penny postage this $60,000,000 would have to be collected from other classes of mail matter—or in other words from second-class mail matter.

Now if all classes, all concerns and all localities used the various classes of mail in the came proportion, there would be no room for argument; but the reverse is the truth. The farmer is the great patron of second-class mails, the big business interests of first-class mails. Forty cents a year per capita would be a large estimate of the amount spent in two-cent stamps in the average rural community but, as the penny postage men declare, $50,000 a year is nothing unusual for a single large business concern to pay out in red stamps. An average town of 10,000 inhabitants will send out twice as much first-class mail as 10,000 farm residents, and the increase is due chiefly to a small number of large stamp buyers. In the average town of 10,000 people it will usually be found that fifty patrons of the postoffice use more two-cent stamps than all the rest of the population. In the large cities the contrast is still more striking. A single large mail order house, or a great insurance company, will receive thousands of letters on a single delivery and the purchase of stamps in one such office would be as great as the total purchase in two or three rural counties.

The latest statement of the number of pieces of mail matter handled by the Postoffice Department to which I have access is embodied in House Document No. 910, published in 1908. This shows that, for the period covered, out of a total of 107,727,571 letters mailed from all postoffices in the United States, 68,710,413 letters, or 63 per cent, were mailed from first-class postoffices. Taking the six largest cities (New York, Brooklyn, Boston, Chicago, Philadelphia and St. Louis), we find that these six alone mailed 30,575,592, or 28 per cent of all letters mailed in the United States. If we add the six next largest cities we get a total of 37,609,580, or 34 per cent.

In other words, all the other first-class postoffices outside of these twelve, and in addition all the second-class, third-class and fourth-class postoffices—62,000 in all, together with 40,000 rural routes, do not send out so many letters as these twelve leading cities. Is it any wonder that the big cities stand for penny postage?

How about the farmer? The report of the Fourth Assistant Postmaster-General for 1909 gives 40,628 routes, which probably served about 20,000,000 people, or 22 per cent of the total population at that time. The estimated number of letters mailed on the rural routes in 1909 was 273,616,000, or 4.8 per cent of the total number mailed in the United States. The figures for the 50,000 smaller postoffices in the country would probably show a ratio not materially higher. To sum up, then, the big men in the big cities use most of the two-cent stamps; the farmers and the small towns use relatively little. Now if we cut letter postage in two in unloading $60,000,000 from the cities, where will the burden fall?

For an answer let us look at the second class mail to which this burden would almost certainly be transferred. Where does the second class matter go—to the cities or to the country?

To the country by an overwhelming proportion.

The total number of first and second-class mail handled in 1908 was 3,805,584,029, of which the farmers on the rural routes received 1,226,515,964. With only 22 per cent of the population the farmers on these routes received nearly 33 per cent of the newspapers and periodicals, though they mailed less than 5 per cent of the letters. Where the farmer mails one letter he received 4 1-2 papers. Where the farmers mail one letter per capita, the big cities mail seven letters per capita. Again I ask, is it any wonder that the cities would like to un-

load this $60,000,000 from the first to the second class mails?

If this were done the big users of stamps would gain a clean 50 per cent on their stamp bills and lose almost nothing. The mass of the people in the cities would gain little, but they would lose little because few of their newspapers and magazines come to them by mail. The farmers on the other hand, would share only 4.8 per cent of the gain and would shoulder 33 per cent of the loss. In short, for every dollar the farmer saved he would pay back $6 in higher subscription rates. The position of the cities and villages would not be materially different from that of the farmer.

But the damage and injustice of this proposed change would not be measured even by these figures. It is not merely a question of money payments, but it involves a question of public policy of profound importance. The growth of the great cities at the expence of small towns and rural sections already is regarded as a menace by many writers and observers. How could this tendency be aggravated more quickly than by transferring a burden of $60,000,000 from the big interests in the large centers to the shoulders of their customers and competitors in the country? It not only would add to the profits of the one and to loss of the other, but the ones who suffer would to a large extent be competitors of the ones benefited,—a fact which more than doubles the weight of the burden.

It is argued that the two cent rate is unjust to these large patrons, but where does the injustice come in? They pay the same rate that all others pay. Instead of being discriminated against, the government discriminates in their favor by enabling them to solicit business from a territory of unlimited extent by mail for the same price that a local business man pays to solicit his local trade. This gives the big city concerns so great an advantage that they find it profitable to use prodigious quantities of two cent stamps. Then they cite their large purchases as an argument for cutting the rate in two at the expense of the rural population! Already by reason of this commercial advantage, the business of the nation is largely concentrated in the cities. If the penny postage movement should succeed this advantage would be greatly increased and this concentration further promoted.

That such would be the effect is beyond reasonable doubt or argument. The $60,000,000 deficit assuredly would have to be made up in some manner and this could come only through the increase of the second-class postage rates or by general taxation. That the intention of the penny postage advocates is to charge this cost up to the newspapers and periodicals is very clear. If there were any doubt about it such doubt would be dispelled by the frank statement of Mr. Harrison B. Burroughs who is in charge of the penny postage movement, who stated plainly that the fight of the One Cent Letter Postage Association is directed against the "thousands of insignificant periodicals." The aim of this powerful lobby is clear. Now let us look at its personel and see who are furnishing the sinews of war. Again the penny postage lobby tells its own story. In a circular letter it says:

"The association [Penny Postage] now consists of hundreds of members, located in nearly every state in the union. **For the most part they are prominent heads of big manufacturing and mercantile concerns."**

Words could not be clearer. It is exactly the sort of backing that we should expect to find, for there is no popular demand for penny postage although there is a very lively demand from a small number of shrewd men who know just what they want.

What will their methods be? Once more they enlighten us:

"From the Association's headquarters in Cleveland these influential business men will be asked to swing their representatives and senators in line for the passage of the one-cent rate bill. Letters and telegrams will pour into Washington by the hundreds **from men whom the legislators cannot ignore.** Delegations will back them up. In this thoroughly businesslike manner the officials of the Association expect to conduct their campaign."

"From men whom the legislators cannot ignore,"—did you get that gentlemen? [laughter] This language is so plain that we need not ask the penny-postage lobbyists for any further elucidation. We are all familiar with these "businesslike methods" in Washington; they have prevailed there for a hundred years or more and have been exceedingly effective.

We are up against a big game, and the game is stacked against us. The men whose interests are measured in millions have unlimited means and they enjoy all the advantages that come from limited numbers and effective organization. The interests that will suffer are widely scattered, unorganized, and for the most part wholly ignorant of their own danger. It is up to the country and the small town newspapers to take immediate action not only to combat this movement directly at Washington but also to enlighten their patrons and subscribers and fellow-citizens on the real purpose behind the movement.

I have already exceeded the time allotted to me, but in closing I would urge that this association, which is the only national body representative of the smaller publishing interests of the country, take some official action to reflect their views to the postal administration and the two houses of congress. We cannot expect either the magazines or the metropolitan press to carry on this fight for us. We must save ourselves or take the consequences.

Emphasizing of the Home Instinct

Rev. George Wood Anderson, of St. Louis, and chaplain of the Advertising Mens' League of that city, proved to be one of the most eloquent and popular speakers at the Ad Men's Convention. He had endeared himself to New England by giving the Pilgrim Publicity Association their slogan, "New England Quality," but he won all hearts in his address on "Advertising and Human Nature." As the Boston *Transcript* put it:

He played upon every heartstring of his hearers and got responses every time, bringing laughter and almost tears. When Dr. Anderson leaned across the reading-desk with folded arms and drew a ministerial face, before he said a word, the thought came that here would be a somewhat critical and severe speaker. That was but acting, however.

He began to speak and drew a hearty laugh the first minute. He spoke of philosophers, saying that there were persons holding various degrees, such as B. F., M. F. and D. F.—the first meaning bachelor of fools; the second, master of fools, and the last—doctor of philosophy. Foolishness, he continued, was relative. The bookworm looked upon the clown as a fool, and vice versa.

"People may think," said he, "when they see us walking the streets, shouting, singing, ringing bells and wearing various decorations, that we are fools. This convention, however, has been arranged with care and forethought—in a scholarly way, whatever the superficial indications, which indicates study. The meeting is a credit to this beautiful city of Boston, and will pay for itself in ample dividends. So man must be a student before he can accomplish anything. Before the Pilgrim Publicity Association could give us this magnificent reception, they had to study. Their preparatory work has included study and genial human nature.

"Therefore I say that advertising is paper, plus ink, plus human nature. Now you can't always count on human nature. You must look into the human heart to learn successful advertising. You must not appeal to superstition; and it is well not to deal with wit, or to attempt to deal with it, it generally reverts on the head of the originator. Humor is uncertain and not universal.

"When all is said and done, advertising is an art. The successful advertiser must learn the component parts of

this art thoroughly, and I lay down a few principles, without which success cannot be achieved. First, there is honesty and honor; second, stability, 'as the mountains are round about Jerusalem' gives you the idea; third, the love of progress; fourth, originality; fifth, the 'live wire' quality and avoidance of imitation; sixth, the home instinct.

"On this last characteristic I would dwell at length. The home instinct is at the bottom of every true human heart. Advertisements, in fact, would better be written at home than in an office. In presenting your goods to the public, only touch the chords at the bottom of the heart and see how the public will respond. A father and a mother think of their children or of each other; it is their desire to buy something to benefit some member of the family; it is their desire to improve the home; there is where the home instinct should take its place in the advertisement, for it is at the bottom of the hearts of your readers.

"Here is a man working in a ditch and singing 'Kelley.' Is he thinking of the song? No. He is planning something for the betterment of his home. What matters it if it be the most humble cottage? It's home and it is his. He looks forward to the end of each day, when he shall go there, not for his supper—that is an incident—but to be greeted by his good wife and to meet at the gate or coming down the walk the little children who await his caress. That is home. Put that picture into your advertising.

Important Resolutions

Efficiency in Management as Against Higher Postal Rates.

Charles H. Taylor of the Boston *Daily Globe* offered the following resolutions in the Convention of the Associated Advertising Clubs of America that were, on motion, duly supported, unanimously adopted:

Whereas, The Postmaster General of the United States is quoted in Washington reports as having recently urged the Federad Commission on second-class matter to recommend to Congress (1) a general increase in the postage rate on newspapers and periodicals, or (2) a higher rate on the advertising sections of magazines; and

Whereas, The said Postmaster-General is also reported to have said that newspapers and magazines no longer deserve any special recognition on the ground that their output was a benefit to the public intelligence, because of the enormous growth of newspaper and magazine advertising, which is solely for private profit and of no educational value:

Resolved, That the Associated Advertising Clubs of America affirm publicly and emphatically their belief that any careful, unbiased investigation of all the facts will prove convincingly that advertising is and is becoming increasingly a most powerful—perhaps the most powerful force in raising the standards of living, intelligence and enjoyment of a majority of civilized men; and

Resolved, That until the principles of efficiency or scientific management are applied to the U. S. Postoffice Department, so that minimum costs and reasonable standards of service are known and attained, no postal rates should be increased.

Advertisers of Stocks and Schemes to be Denied the Use of the Mails Unless Showing Financial Responsibility.

The session adopted a resolutioon submitted by Herbert S. Houston, reading in effect:

"While we thus commend the punishment of the get-rich-quick criminal advertisers, we would urgently recommend the prevention of the crime through the enactment of laws requiring that those seeking to use the mails to advertise stocks or other securities shall file a sworn statement of the financial condition of the concern or company, issuing the stocks or securities, with the Post-office Department; and that, if the statement is found to be satisfactory, a permit be granted to use the mails; and that, if the statement be found unsatisfactory, such permit to use the mails be denied."

Purposes of Advertising Clubs Defined.

The convention adopted a resolution from the Town Criers of Rhode Island that the clubs recommend as standards of purpose and achievement for all advertising clubs:

(1) Benefiting the science, art and ethics of publicity and salesmanship.

(2) Increasing the size, prestige and influence of the club.

(3) Inspiring and developing the powers and efficiency of the individual members.

(4) Promoting and improving the community along commercial, economic and social lines.

Honest Loyal Service, "The Elements of Happiness."

The keynote of nearly every address delivered at the convention of advertisers in Boston was that of "Honest, Intelligent Loyal Service," and the opportunity for such service that is ever knocking at the door of publishers and advertisers, was extolled as the means of the highest good for individuals, communities, cities and States. To make known the means, the resources and all the appliances for development, effective production, human attainment and successful, higher, nobler living and enjoying, is to add to the progress of mankind and to be in no narrow degree a benefactor of the race.

The whole business world is learning the greatness and the true philosophy of the divine gospel of service that rests in the nature of things, and, as has been most admirably set forth, in a recent issue of the New York *Herald,* contains all and the only true basis of permanent success, and,

"The Elements of Happiness."

"If ye know these things, happy are ye if ye do them." —John xiii: 17.

The experiences of life contain hidden elements of happiness, as materials in the physical world are known to contain latent possibilities of music, which the art and skill of the musician reduces to harmony. The art of right living consists in bringing forth the happiness which is latent in life.

The music of some instruments is particularly pleasing, because it blends the notes of the higher octaves with the ordinary tones. In like manner, some experiences involve more of the higher moral and spiritual elements, and so contain greater possibilities of happiness. Appreciation of and obedience to these higher meanings of life is the only path to happiness. When this is fulfilled a cottage may contain more happiness than a palace.

It is the ear which approves and enjoys music, and it is the soul which is to judge and enjoy its own happiness. A discord will be displeasing despite every ef-

fort to the contrary. No power in earth or heaven can make happiness result from bad or defective conduct. When we live up to our sense of obligation, then, and not until then, conscience becomes its own approver.

Every life follows a path which is the resultant of its various convictions. Great facts produce profound convictions and wield great power in shaping our lives. One great fact may, as in the case of the discovery of steam, regenerate the entire industrial and social fabric by its practical application to existing conditions. In the moral and spiritual world the great regenerating fact is the love of God for man, which practically applied, becomes the never-failing inspiration to the service of our fellow man.

"If I then, your Lord and Master, have washed your feet; ye also ought to wash one another's feet." In neither material nor moral sphere can we dispense with these fundamental facts. The industrial world would then be reduced to chaos, and in the moral world the only possible creed would be that of the ancient Epicureans:—"Let us eat and drink, for tomorrow we die." Such a creed consumes self-respect, makes morality an impertinence, character a delusion and happiness impossible.

A knowledge of these things is the tide in our affairs "which, taken at the flood," leads on to happiness. Failing this, life becomes "sicklied o'er with the pale cast of care." Right conduct will at length lead to happiness. Duty is the short name for the true programme of life. The formula for happiness is—knowledge plus doing equals happiness. The knowing and the doing breathe into life its living soul, happiness.

NEW YORK PRESS ASSOCIATION.

Fifty-Eighth Successful Convention.

(Report of Secretary Bunnell)

The Annual Convention of the New York Press Association for 1911 was held in Rochester Thursday and Friday, July 6 and 7. The attendance was unexpectedly good, considering the intensely hot weather, the papers presented and the questions discussed of practical value. The social enjoyments were keen, a goodly number of wives and daughters accompanying the members, some coming Wednesday evening. Rarely has the loyalty of the members been put to a severer test than by the almost unprecedented heat, not even by the no-pass frost. It was remarked by one of our loyal women that the passing of the pass system had eliminated for the better enjoyment of the meetings those who came only because of the opportunity for a free ride. Our women are keen observers.

The convention was called to order at 10 o'clock Thursday morning by President Willard D. McKinstry. A cordial address of welcome to the city was given by Mayor Edgerton to which the President felicitously responded. President McKinstry then delivered his annual address which was eminently practical and inspiring. It was closely listened to and earnestly applauded. Feeling reference was made to the death of President W. J. Pollard.

The report of Treasurer Bunnell revealed the fact that there have been unusually heavy expenditures during the past year, the two principal items of which were the publication of the Fifty Year History and the larger annual pamphlet. The printing and binding of the History cost $219.46. No charge was made for the writing. The sales of the history to date amounted to only $64, leaving a deficit in the History account of $155.46. In remarks that followed, the History was warmly commended by those who had read it, and it was the expressed conviction of the convention that each member should order a copy. The balance in the treasury is $35.56, the lowest amount since the reduction of dues.

The Secretary in his report also referred to the death of President Pollard as shadowing the great family circle. There had been a similar affliction in 1887 in the death of the newly elected president William A. Wilkins. The Secretary after referring to some of the unique experiences of Past-Presidents Butler, Underhill, Frisbie, McHenry, Collins and Kline, told of former conventions in Rochester, and the royal entertainment at the conventio of 1879.

At this session and at that of the following morning these excellent papers were read: "The Daily Newspaper," by Louis Wiley of the New York Times; "Intensive Farming for the Newspaper Publisher," by L. B. Elliott of the Rochester Ad Club; "Advertising in Newspapers from an Outsider's Viewpoint," by Lewis B. Jones, advertising manager Eastman Kodak Companyy; "The Editor's Service and Reward," by Benjamin B. Herbert of the National Printer-Journalist; "Reminiscences," by Major Harwood A. Dudley, sole surviving charter member; Memorial of William J. Pollard, by Henry Stowell.

There were discussions of some of the papers, especially that by Mr. Jones, and of some of the interesting subjects presented by the Question Box.

The President appointed these committees: Organization—Henry Stowell, H. A. Dudley, Fred P. Hall, Oscar Woodruff, Paul Nichols. Finance—W. H. Greenhow, Dr. E. H. Porter, George E. Marcellus, E. H. Thomson, J. F. Denison. Resolutions—John A. Sleicher, Charles H. Betts, J. C. Oswald, A. MacArthur, Charles M. Redfield.

Mr. Stowell from the Committee on Organization, recommended the following officers: For President, Edward L. Adams; for Vice-Presidents, George E. Marcellus, John K. Walbridge, L. William Hones, Charles H. Betts, Don C. Seitz; for secretary and treasurer, A. O. Bunnell; for executive committee, Will O. Greene, A. R. Scott, E. H. Porter, Gardiner Kline, Luke McHenry. The report was unanimously adopted.

Mr. Greenhow from the Committee on Finance reported auditing the Treasurer's bill as read. Adopted.

President McKinstry appointed these delegates to the National Editorial Convention to be held in Detroit July 17-20; John A. Sleicher, John Clyde Oswald, Louis McKinstry, George E. Marcellus, Luke McHenry, Charles C. Overton, Albert C. Lux, H. B. Sykes, Willet F. Cook, A. E. McCall, E. A. Higgins.

The entertainment consisted of a visit to Ontario Beach Park Thursday afternon and to Maplewood Park in the evening; to the Eastman Kodak Park and Plant and the Adler Manufactory Friday afternoon.

The convention concluded with a banquet Friday evening, at which President McKinstry was a capital toastmaster. Secretary Roland B. Woodward of the Chamber of Commerce responded to the toast, "Rochester and the Spirit of Co-operation;" John K. Walbridge, "Our Meetining at Saratoga;" William G. David, "The Rochester Press;" "The Diving Girls," L. William Hones; "What I Know About Rochester Water and Other Things," Dr. E. H. Porter; "The Days to Come," Edward L. Adams, president-elect. The introductions and the speeches were spicy and entertaining. The pleasure of the evening was greatly enhanced by the songs sung under the leadership of Chorister. The first was an original

song written for the occasion by Miss Grace McKinstry of Fredonia by request of Secretary Bunnell:

ROCHESTER

[Air—Maryland, My Maryland.]

We scribes have come to visit you,
Rochester, fair Rochester,
To hear your hearty "How-dy-do,"
Rochester, fair Rochester.
We come by thousands, more or less,
With beaming smiles of happiness,
For cheerful is the New York Press,
Rochester, fair Rochester.

Although we could not get a pass,
Rochester, fair Rochester.
We did not weep and say, "Alas!"
Rochester, fair Rochester;
We went and sought another ad—
To reinforce the coins we had,
So here we are, serene and glad,
Rochester, fair Rochester.

The sweet June brides are off the shelves,
Rochester, fair Rochester.
So now we'll take a trip ourselves,
Rochester, fair Rochester.
We've said farewell to type and sticks,
To baseball news and politics,
And come with brethren here to mix,
Rochester, fair Rochester.

Other songs sung were Old Kentucky Home, Auld Lang Syne, concluding with America.

Mr. Betts from the Committee on Recolutions presented the following which was adopted:

Resolutions.

The members of the New York Press Association wish to express their sincere thanks to Mayor Hiram H. Edgerton and the Rochester Chamber of Commerce for the invitation to the Association to the Association to hold the annual convention of 1911 in the city of Rochester, and we further thank the Honorable Mayor for his cordial welcome extended to the association on behalf of the city.

We extend our thanks and express our appreciation to Louis Wiley, Business Manager of the New York Times, who read a paper on "The Daily Newspaper;" to L. B. Elliott of the Rochester Ad Club for a paper on "Intensive Farming for the Newspaper Publisher;" to Lewis B. Jones, Advertising Manager of the Eastman Kodak Company, for his paper on "Advertising in the Newspapers from an Outsider's Viewpoint;" to Benjamin B. Herbert of the National Printer-Journalist for his paper, "The Editor's Service and Reward," which paper was sent on to be read, although the author was unable to be present. These papers were all practical, instructive and entertaining, and as an Association we feel greatly indebted to the authors for presenting them to us.

We feel especially grateful to our only surviving charter member, Major Harwood A. Dudley, of Warsaw, for honoring us with his presence at this convention, which has been an inspiration to us, and we are glad to note that the years come to him only to make him grow young, and we shall hope to see him at many more conventions.

We earnestly emphasize Brother Stowell's golden tribute to our late beloved President William J. Pollard, and join in sympathy for his bereaved family.

We thank the local committee, Messrs. David, Adams and Barstow, for their arrangements for this Convention and especially for the very pleasant afternoon at Ontario Beach Park, where we were so well taken care of by Manager B. L. Peer, and which proved one of the bright spots of our annual convention; also for the invitation to visit the Eastman Kodak Plant and Park and the Adler manufactory.

We extend the thanks of the Association to Miss Grace McKinstry for her happy song, "Rochester," written especially for this occasion.

The Rochester newspapers have our thanks for good reports of the convention.

A. O. BUNNELL, Secretary.

COLORADO EDITORIAL CONVENTION.

The Annual Convention of the Colorado Editorial Association was held this year at Idaho Springs, August 7th and 8th, and the attendance was the largest had in many years.

The principal papers were by C. H. Wolfe of Greeley on "The Cost of an Hour of Time," and J. A. Campbell of Sterling on "A Uniform Rate Card."

The discussion lasted over two hours. The benefits of the newly-organized district associations in eastern and northeastern Colorado were emphasized.

The committee on prizes announced the following awards:

For the newspaper best printed, best made up and showing the best display advertising, the Steamboat Spring Pilot; the best displayed ad, Canon City Times; the best letterhead, Palisade Tribune; the best halftone work on newspaper stock, Gunnison News-Champion; the best press work, Sterling Advocate.

That it is time for the newspaper men of the state to get together on a uniform basis for charging for their services, and that this charge should be commensurate with the increasing cost of production, was the prevailing theme at the closing session of the State Editorial Convention this morning.

A banquet was spread in the Star Theatre building. The banquet was followed by a program of toasts with Senator John J. Joyce of Silverton toastmaster.

Veteran Editor's Poem.

One of the most interesting toasts was an original poem to the editors by W. E. Pabor, 77 years old, for ten years secretary of the State Association, between 1875 and 1885:—

The Picture-Peaks of Colorado.

By W. E. Pabor.

How will it be, should the day arrive
When our peaks as picture galleries thrive,
And a row of heads from the human hive
Look down on the plains, as if alive?

As the tourist comes he wll gaze and gaze
And a finger tip will upward raise
And perhaps will wonder, with amaze,
At such a remarkable picture craze.

And, if he should ask the reason why
These handsome faces, against the sky
Are in bold relief on the peaks so high,
This answer may come from the passerby:

"These are the editors, each one great!
"The pencil pushers, who rule the state,
"That a grateful commonwealth, elate
"With pride in their work, commanded fate

"To fix their faces where all could see,
"As long as the snow-crowned peaks should be;
"So in homage all could bend the knee
"To the editorial coterie!

"For these are the men who slave and toil,
"Who in winters freeze and in summer broil
"For their fellow men, and who wind a coil
"Of 'thoughts that think' for the world's turmoil.

"There was gold galore in galena rocks—
"There were greenback sheaves in green field shocks—
"There were silver plunks in herds and flocks
"And 'tips that would talk' in mining stocks—

"But they tempted not the men who write!
"Who in lighted sanctums pass the night,
"Or in daylight with keen delight
"'Till they track a scandal or a fight."

If the stranger asks why a woman's face
Is highest of all that fill each place,
Why shouldn't she there, as elsewhere, grace
By her gracious presence, the topmost space?

PART SECOND

O editors witty and editors wise
By the depths of seas, by the heighth of skies,
We measure the spheres that round you rise.
We measure the spheres that round you rise.

Both young and old are the worthy men
Who handle the pencil and the pen
In behalf of the common weal, if, when
You fail in the task, why, try again.

'Till your words of counsel, line by line,
Have the strength of the oak, the grace of the vine,
And stand to the world, as the seal and sign
Of the human heart in a work divine.

There are those who smile and those who cheer,
And there rests in the sneering heart a fear
That the latter day Ithuriel's spear
Will reach its mark, be it far or near.

On the snow-crowned peaks, then, find your place;
Be it there for beauty, strength of grace,
Let the lines show clear on your pictured face
For the glory of the human race.

NORTHERN INDIANA EDITORIAL MEETING.

Favor Chicago for Next National Convention.

The Forty-second Annual Meeting of the Northern Indiana Editorial Association was held in the city of Mishawaka August 10 and 11. The program consisted of a streetcar ride over the cities of South Bend and Mishawaka, a visit to Nortre Dame University, a banquet at the new Mishawaka Hotel on the evening of the 10th given by the business men of the city of Mishawaka to the editors and their wives, a visit to the large manufacturing concerns of the city of Mishawaka, an automobile ride, a luncheon at the Oliver Hotel at South Bend, given by the newspaper men of South Bend and the Board of Trade and a trip to St. Joe, Mich.

At the busines session held on Friday morning, A. D. Moffett of the Daily Record, Elwood, Ind., was indorsed for president of the National Press Association by the following resolution:

Resolved, That we unanimously and most heartily commend to the National Press Association for its president our companion and fellow editor, A. D. Moffett, and urge his elevation to the highest office in the gift of your association. He is well qualified in every particular and will be an honor to our state and our profession.

A resolution was also adopted asking the national council of the N. P. A. to select Chicago for their next place of meeting.

The following officers were elected for the year 1911-1912: S. E. Boys, Plymouth, Ind., President; F. B. Leighty, St. Joe, First Vice-President; G. A. Maurer, South Bend, Second Vice-President; J. A. Beane, Goshen, Secretary; G. N. Murray, Napanee, Treasurer; Chairman of Executive Committee, H. G. Snyder, Gary.

The association decided to hold its next meeting in Gary.

SCHOOL TO TEACH SCIENTIFIC ADVERTISING.

The School of Journalism of the University of Missouri will this fall establish a course of instruction in Advertising which will teach by the laboratory method. This is the first course of its kind to be offered by a University.

The purpose of the course is to assist in placing advertising on a scientific basis and at the same time equip the students with practical information about the various phases of the advertising business.

J. E. CHASNOFF

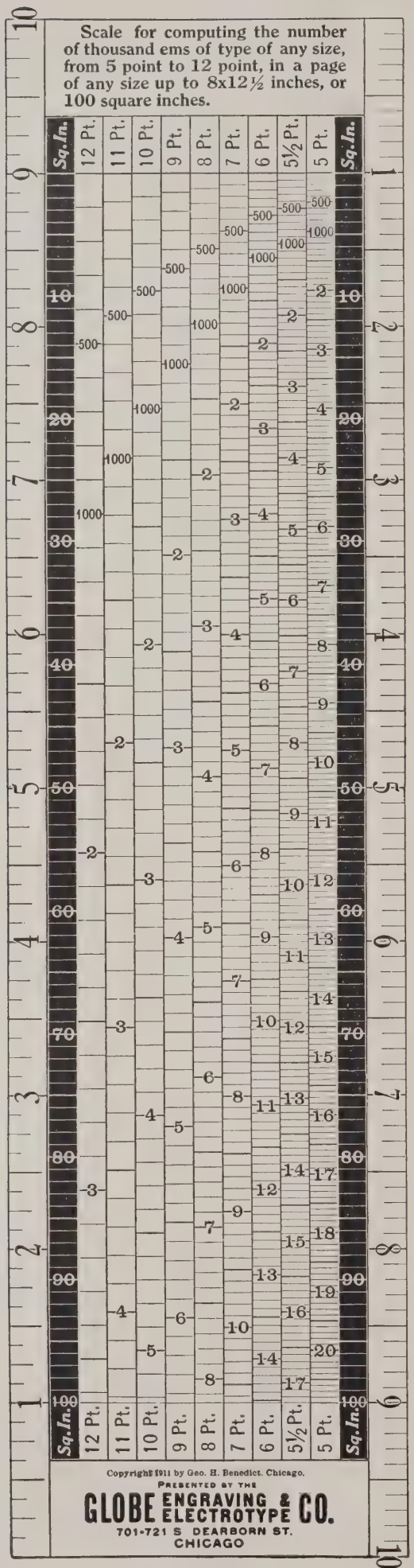
The course of instruction will include preparation of advertising campaigns and copy, publishers' policies, and follow-up plans. The students will be taught to write and solicit advertisements, and investigations will be made into the success or failure of these.

J. E. Chasnoff, a graduate of the University of Missouri, was recently appointed to take charge of the Advertising courses. Mr. Chasnoff was formerdly with the St. Louis Star, and previous to that advertising manager of the University Missourian.

The advertising force of the Arthur Capper Publications held a three-days' conference at the home office in Topeka, Kansas, July 20, 21 and 22. There were forty-two members of the staff in attendance, representing the home office, the branch offices at New York, Chicago, Kansas City, Omaha and Wichita and the traveling field force.

Sessions were held almost continuously during the three days; the discussions being largely devoted to a study of the field covered by the various Capper papers and of methods of securing more effective service for the advertisers.

A banquet was held Friday night. Marco Morrow, Director of Advertising was Toastmaster. Addresses were made by F. W. Rankin, Advertising Manager of Farmers Mail and Breeze; J. E. Griest, General Business Manager; A. B. Hunter, of the field force; J. T. Dunlap, Manager of Nebraska Farm Journal; T. W. Morse, Editor of Missouri Ruralist, Kansas City, Mo.; and by Mr. Capper.


Scale for computing the number of thousand ems of type of any size, from 5 point to 12 point, in a page of any size up to 8x12½ inches, or 100 square inches.
Sq.In.
12 Pt.
11 Pt.
10 Pt.
9 Pt.
8 Pt.
7 Pt.
6 Pt.
5½ Pt.
5 Pt.
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PRESENTED BY THE
GLOBE ENGRAVING & ELECTROTYPE CO.
701-721 S. DEARBORN ST.
CHICAGO

A NEW TYPE MEASURE SCALE.

Mr. Geo. H. Benedict is always devising something new and useful. By the way, he is an earnest student of the Natural Sciences and a lover of astronomy. He has recently perfected, on a new plan, a map of the stars, that enables the easy locating, in the heavens, of any named star, from the North Star as starting point. This will prove very convenient for amateur astronomers who delight in the study of the heavens above. Every busy man should have some fad or study outside of his calling. Nothing gives more pleasure or profit than the study of the sciences, and astronomy stands first in sublimity and inspiration. Lafayette Young of the Des Moines Capital has made this branch a special study and by way of illustration, draws on the wonders of astronomy in some of his most effective addresses.

So much by way of introduction. Now for the Scale devised by Mr. Benedict for the use of printers:

The Scale herewith is intended to save the Esitmator some of the mental drudgery as well as the possibility of mistakes in computing the number of thousand ems of type, of any size, in a page of any size, up to 8 x 12½ or 100 square inches.

Explanation:—The outside Scales are *Standard Inch Rules* for measuring the page. In the one on the *left* side each inch is divided into 8ths; in the one on the *right* side each is divided into 10ths. The 10th rule will be most convenient as calculations made decimally are easier and more accurate than if made in fractions.

The **next inside** Scales are "*indexes*" of Square Inches and are divided into 100 parts. Each line represents *one* square inch and every tenth line is numbered.

In the remaining columns each division represents 100 *ems* of type of the size indicated at the top and bottom of the columns. The lines representing the first 500 and 1,000 ems are properly numbered. Every other tenth line has a single number which indicates that the line covered by it represents that number of *thousand ems.* Each intervening line adds 100 *ems* to the thousand above.

By placing a card on the Scale so that the edge exactly lines with "50" on both Square Inch "*Iindexes*" it will be seen how accurate the Scales are, when by calculation it is known that 50 square inches contains—

1,813	ems of	12	point type,
2,158	ems of	11	point type,
2,611	ems of	10	point type,
3,224	ems of	9	point type,
4,080	ems of	8	point type,
5,329	ems of	7	point type,
7,254	ems of	6	point type,
8,633	ems of	5½	point type,
10,446	ems of	5	point type.

In the same way the number of ems of any size type from 5 to 12 point, in any number of square inches up to 100, can be found without the necessity of figuring, or a possibility of making a mistake.

These Scales are sent free of charge on application by the Globe Engraving & Electrotype Co., Chicago.

Walter Scott & Co., of Plainfield, N. J., are justly somewhat proud of an order from the Huebener-Bleistein Patents Co., of Buffalo, N. Y., for eight Scott Offset Presses. It is said to be the largest order ever placed for offset presses and the order was given after full investigation. In addition to the above order, the company sold to eleven different firms, in one month, fourteen other lithographic presses.

THE DUPLEX ROTARY.

The Duplex Printing Press Company of Battle Creek, Michigan, have just issued a most attractive catalogue devoted largely to illustrating and describing their new Duplex Single Plate Rotary Press and appliances. The halftones showing the two sizes are especially perfect in every detail and the descriptions, taken with the illustrations, give a most complete and satisfactory understanding of the character and workings of the machines and the correct and simple principles of construction.

The Tubular Single Plate Rotary is in many respects the most wonderful product of the Duplex Works. The use of Tubular instead of semi-cyndrical plates in itself multiplies the product by two. The cylinder plate makes it possible for the press to be doing its work all the time and in this way doubles the product. There is no waste time or motion and the 16-page press will print 4, 6, 8, 10, 12, 14 and 16 pages at the rate of thirty thousand per hour and the 12-page press will, in like manner, print even multiples of pages from four up to twelve at the same rate per hour. If the machines are built four plates wide, instead of two, and equipped with double folders, they will print 50,000 copies of a 16-page paper per hour, or 25,000 copies of papers of any even number of pages from 18 to 32 inclusive. In connection with the Tubular Plate Rotary, the Duplex Company have developed a complete line of improved stereotype machines adapted to the demands of the press, that are also fully described and illustrated. Every one interested should send for a copy of this pamphlet, and as a matter of courtesy mention the National Printer-Journalist.

THE SCOTT SPEED KING PRESS WINS FAVOR.

A short time ago a publisher in a western city was in the market for a web press and after looking at all the different presses he ordered a Scott Speed King Press. The salesman for another press company who was not favored with the order wrote the publisher and told him that the Scott Press would never run at the speed they claimed it would run, and that if it did he would come down and eat it. After the Speed King was installed the publisher wrote the salesman for the printing press company and invited him to come down and see the press, but before coming told him to be sure and have his teeth sharpened as the Speed King was delivering the goods every day. The publisher is still waiting for him.

During the recent convention of the National Advertisers Association in Boston, the Lanston Monotype Machine Company conducted a unique advertising campaign in the daily papers of the "Hub" for the four days during the convention. These advertisements were not addressed to printers or to persons who were likely to be interested in the purchas of Monotypes, but were mainly addressed to advertising men and purchasers of printed matter, emphasizing the quality of Monotype composition on high-grade work and the success of the Monotype in handling department store ads.

The advertisements were each one-half page in size and were very attractively displayed in Monotype faces and borders. In this campaign, the Monotype Company once more demonstrated its policy of assisting its customers to get the most out of their investment by advertising Monotype quality among purchasers of printed matter.

There was considerable of a "surprise element" in this brief campaign, and many are asking, "What does it mean?"

The Federation of Trade Press Clubs

Among the useful and successful conventions during the ad association week in Boston, was that of the Federation of Trade Press Associations of the United States.

F. R. Shaw of Chicago was elected to succeed H. G. Lord of Boston, as President, and action was taken with regard to the convention of 1912 that will probably result in its being held in Chicago.

The first session was held in Wesleyan Hall, Wednesday, August 2nd. President H. G. Lord in his address stated:

"There are approximately 700 trade and technical publications in the United States, not including the farm journals. These specialized publications are devoted to commerce, manufacture, science and industry. They represent the great business life of this country. They are devoted to man's work, and a man's work is generally the subject that is closest and of most lasting interest to him.

"These journals are read not only from the point of view of interest, but of real business benefit. They are subscribed to because the readers know it pays to read them, and their advertising pages are used more liberally every year because the advertising pays."

Leroy Farman, editor of Advertising and Selling, talked on "Advertising Trade Paper Advertising." Other speakers on this subject were E. R. Shaw, president of the Chicago Press Association, and J. Newton Nind of Grand Rapids. Each spoke in favor of the Technical, Trade and Class publications raising a sum of money to advertise the value of trade papers in a way that would place these classes of publications before the eyes of the whole advertising world in the best possible manner.

J. Clyde Oswald, editor and publisher of the American Printer, New York, discussed in a very interesting manner, "Problems of the Trade Paper Advertising Manager."

W. H. Taylor, president of the David Williams Company, talked on "Advertising Terms, Contracts, How Enforced."

Other subjects were discussed during the session, in which, through the arrangement of President Lord, both advertisers and members took part, proving one of the most helpful features of the convention.

A complimentary luncheon was given at Hotel Brunswick, Boston, August 3, by the New England Trade Press Association. Frederick F. Cutler, president of the local association, presided. Included as guests were delegations from the American Trade Press Association of New York, Chicago Trade Press Association, Central West Trade Press Association, St. Louis Trade Press Association and representatives of the Canadian trade press.

Addresses were made by President H. G. Lord, retiring president of the Federation; Colonel J. B. McLean of Toronto, who spoke on "Reciprocity"; H. M. Swetland, president of the American Trade Press Association, who paid a tribute to Boston's hospitality; Charles T. Root, chairman of the postal committee, and E. R. Shaw, president of the Chicago Trade Press Association.

A vote of thanks was extended to Messrs. Root, Nind, Oswald and Lord of the Federation Postal Committee.

At the conclusion of the addresses the annual election of the Federation of Trade Press Associations was held. These officers were chosen: President, E. R. Shaw, Chicago Trade Press Association; Vice-President, W. H. Taylor, the American Trade Press Association; Secretary-Treasurer, Henry Lee, American Trade Press Association.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

IF YOUR PAPER NEEDS BUILDING UP WE OUGHT TO GET TOGETHER.

In the past 18 months I have managed a paper in a city of 225,000 in the Middle West. Its circulation has grown by 200 per cent and its advertising by 150 per cent.

In the seven years before that I was one of the chief figures—not the sole figure, but one of three—in building up three other papers.

I want now to put this experience to work so that I will get something out of it. And what I want to get out of it is an interest in the paper I help to build. It will be my life job.

If you have a paper and we need each other, please write J. J. A., care the Chas. H. Fuller Company, Chicago.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

ANYBODY can make good cuts with my simple zinc etching process. Specimens and particulars for stamp. Process $1.00. DAY, WINDFALL, INDIANA.

A NEW PROCESS FOR ENAMELING, GLAZING AND PRESERVING—Manufactures of Art Print, Photographs, Hand Color Work, Calendars, Cards, Leather Goods, Novelties, Fancy Boxes, Post Cards, Posters, Notices, Signs and allied lines can now arrange for this modern, improved method on a reasonable Royalty Basis. Greatly augments the value of everything where applied, producing new goods in a new, attractive way at very low cost. Address, "Diax," care the National Printer-Journalist, Chicago, Ill.

SPECIAL BARGAINS—WE ARE MAKING ROOM for additional stock and therefore giving discounts of from 10 to 25 per cent for cash on all rebuilt machinery. If you are planning to buy now, or in the near future, write or call on us at once. Machinery can be seen in operation. We have the largest stock of second-hand and rebuilt machinery in Chicago. Established 35 years. WANNER MACHINERY COMPANY, 215 W. Congress St., near Fifth Avenue, Chicago, Ill.

To Any Responsible Publisher

commanding $12,000 to $15,000 cash, and desirous of finding a location in a celebrated winter and summer resort, we can furnish details of a most desirable Weekly—one of the best in the country. Annual business over $20,000—net profit exceeding $5,000—and an $18,000 equipment, mostly new. Practically no competition in large and growing field. Price $20,000, or a little less according to amount of cash buyer can command. Owner can show sound business reasons for selling. This is an exceptional opportunity which we have personally investigated and can recommend. Proposition B H.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

HELPS TO SUCCESS

The most successful men are those who "read up" on subjects affecting their life jobs. Here are works which will help anyone in a printing office, from owner to apprentice.

ESTABLISHING A NEWSPAPER, by O. F. Byxbee. Cloth; 113 pages; price, 50 cents.

GAINING A CIRCULATION, by Charles M. Krebs. Five hundred ideas; 60 pages; 50 cents.

CONCISE MANUAL OF PLATEN PRESSWORK; complete treatise on subject, 25 cents.

MODERN PRESSWORK (cylinder) 138 pages; cloth, $2.00.

PRACTICAL GUIDE TO EMBOSSING AND DIE STAMPING. Cloth, $1.50.

SPECIMEN BOOKS—Handiest of all adjuncts for job-work.

They help sell printing and give the boys an idea of how jobs should be set. Few type faces and simplicity of arrangement are the prevailing features of these books:

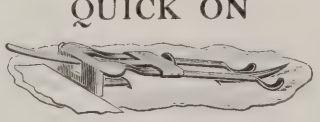
BILL-HEADS, 25 cents.
COVER AND TITLE PAGES, 75 cents.
ENVELOPE CORNER CARDS, 25 cents.
LETTER-HEADS, 50 cents.
PROFESSIONAL CARDS AND TICKETS, 25 cents.
PROGRAMS AND MENUS, 50 cents.

The best trade educator—THE INLAND PRINTER. $1 for four months; $1.50 for six months; $3 a year.

THE INLAND PRINTER COMPANY,

632-640 Sherman St., Chicago, Ill.

QUICK ON



Megill's Patent
SPRING TONGUE GAUGE PINS

$1.20 per doz with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register any make of popular job press. No fitting Method of attaching does not interfere with raising tympan. Applies instantly to Great in efficiency.

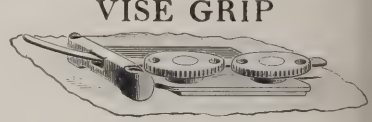
Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.

60 Duane Street, New York

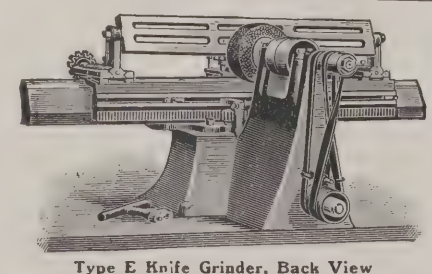
From us or your dealer. *Free Booklets.*

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES

$1 25 set of 3 with extra tongues.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes, which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

WIPE YOUR FEET

Mud, snow, dust and dirt will not be tracked over your floors if you use

Grab's Foot Scraper

outside your door. The only device made which cleans bottoms and sides of shoe in one operation. Has ten parallel plates for scraping soles and two stiff bristle brushes which clean sides of shoe. **Adjustable to any size.** Handsomely enameled. Looks neat. Can be rotated and swept under. Fastens to doorstep or any handy place. Get one and save useless work. Price $1.00. If your dealer will not supply you, don't take substitute, but send your order direct to us. Illustrated folder FREE.

YALE FRUIT PRESS

Best, most practical and durable press made. Unequalled for making **Jellies, Jams, Cider, Grape Juice, Fruit Ices and hundreds of other things.** Saves time, labor and trouble. Clamps to table or handy place. Put material in colander, fix beam in position, attach crank to wheel and every pound pulled on wheel exerts 48 lbs. pressure on contents. Made of steel and iron, plated, 4 qt. size, price only..... **$3.95**

If your dealer will not supply you order of us. *Sold on 10 days' trial. Money back if not satisfied.* Write for **FREE** booklet, "Aunt Sally's Best Recipes." Also describes Yale Fruit Presses.

Greatest Advertising Medium and Business Getter in Existence

"LUCKY HORSE-SHOE BANK"

Smallest in the world.

Holds One Dollar in dimes—cannot be opened until fully one dollar has been deposited.

This "little" (in size, "big" in results) bank with your Ad. stamped thereon will bring you more business than any other style of publicity you may decide to employ. Let us furnish you names of Merchants, Banks, Insurance Cos., etc., if they don't tell you it is the best they evr used, we propose to furnish them free. Order once and your re-orders are insured. Ask for sample. Seeing is believing. TRY IT.

WRITE TO-DAY.

GRAB'S WONDER LIGHTER

Everybody's buying it. **The safest, most efficient and economical substitute for dangerous and costly matches.**

Flashes instantly igniting any gas or alcohol. Good for 5,000 lights. **A household necessity.** Simple, durable. Price prepaid only 10c. Think of it. Hurry order.

Agents wanted.

VICTOR M. GRAB & COMPANY

N. 1, Ashland Block, **Chicago, Ill**

Hotel Latham

5th Ave. and 28th St.

NEW YORK

For Permanent and Transient Guests

One block from Madison Square Garden

EUROPEAN PLAN

Sample rooms for commercial men.

Table d'Hote Luncheon, 50c.

Club Breakfast. **Also a la Carte**

Rooms with use of bath, $1.50 per day.

Rooms with bath, $2, $2.50, $3, $4 per day.

A. L. PRATT, Managing Director

THE AMERICAN PRINTER

Uncle Sam's Experts
The brightest printing minds in America contribute to the columns of
The American Printer
Some of these conduct regular departments on Typography, Press work, Commercial Art, Designing, The Business End, Photo-Engraving and Lithography. Others are called into occasional demand for articles of vivid interest on special subjects.
By reading THE AMERICAN PRINTER you will get a resume of all that is newest, best and most practical in the whole field of printery. This will be reinforced and illustrated by copious reproductions with criticism of the efforts of printers in all parts of the United States, and of the finest specimens of composition, engraving and presswork produced in America today. This includes many elegant plates in colors and inserts of covers and specimen pages of the finer and more distinctive booklets, brochures and catalogs of the time.
Advertisers find THE AMERICAN PRINTER a medium of unique and exceptional value. It is the organ of the employing element in the printing business and is the only printing trade journal of its kind.
It is read by the men who buy paper, presses, ink, type and other supplies. That these men devour the advertising pages is proved by the actual results certified to by advertisers in THE AMERICAN PRINTER.
You need the book—will be behind the times without it. Send $2.00 for a year's subscription. Canadian subscription 2.50, foreign subscription, $3.00. Sample copy 20c. Advertising rates on application.
Oswald Publishing Company
25 City Hall Place
New York
THE AMERICAN PRINTER
10
APRIL

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY

LON SANDERS, PRESIDENT

221 OLIVE STREET, ST. LOUIS, MO.

BASOLIO INK & COLOR CO.
IMPORTERS AND MANUFACTURERS OF
LITHO AND PRINTING INKS.
BASOLIO
DRY COLORS AND VARNISHES.
250 W 27TH ST NEW YORK

Basolio Philosophy

BASOLIO

Stands for OLIO-BASE (Oil Base)

OIL BASE INKS

Mean FINE WORKING QUALITY

BASOLIO POLICY

Means EQUAL and FAIR TREATMENT

means the putting into every pound of ink the greatest amount of color, permanency, brilliancy and, *of course*, working quality possible for the money obtained.

SEND US A TEASPOONFUL OF ANY INK YOU USE
WE WILL QUOTE LOWEST PRICE TO MATCH

Basolio Ink & Color Company

516-524 West 25th Street, New York

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Trea

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

NATIONAL PRINTER JOURNALIST

25th U. T. A. Convention and Third Cost Congress

Volume 29
No. 10

1911

Chicago
Ill.

PICTURES have always been the only language that persons of all nations and all ages could understand. A picture with a brief description is a better presentation of any article than pages of eloquence in type.

Every circular or catalog is intended to be a silent salesman. Like the man, it may be genteel and high grade—**a real selling force,** or by its inferiority, misrepresent the superior article it advertises.

Making pictures—**CUTS**—for all illustrating and advertising purposes—is our business.

Without enumerating the different kinds and grades of engravings, the point we wish to emphasize is, that we have unexcelled facilities and capacity for executing large or small orders for any style of cuts or plates for use on the printing press.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

701-721 South Dearborn Street, - CHICAGO

Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a nickelsteel "GLOBETYPE."

TRADE MARK J P & C REGISTERED

INSIST ON THE ANCHOR TRADE MARK
IF YOU WANT SATISFACTION
IN PRINTING INKS

Jaenecke's Printing Inks

ARE THE KIND THAT SATISFY

We make all kinds for all grades of printing. If you are not entirely satisfied with the appearance of your work, you will make no mistake in putting your ink problems up to us. A postal will bring specimen sheets

THE JAENECKE PRINTING INK COMPANY

Main Office and Factory

NEWARK, N. J.

NEW YORK CHICAGO PHILADELPHIA ST. LOUIS DETROIT PITTSBURG

"Butler Brands"

of Writing Papers and Ruled Goods

the World's Standard

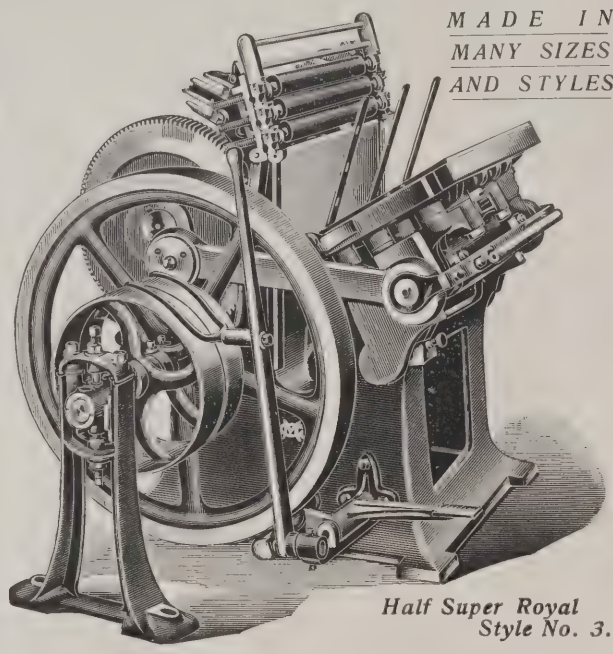
Write for samples and list of above items in stock. The list is too long to show here. Be sure to get "Butler Brands"

Distributors of "Butler Brands"

Standard Paper Company	Milwaukee, Wisconsin
Interstate Paper Company	Kansas City, Missouri
Southwestern Paper Company	Dallas, Texas
Southwestern Paper Company	Houston, Texas
Pacific Coast Paper Company	San Francisco, California
Sierra Paper Company	Los Angeles, California
Oakland Paper Company	Oakland, California
Central Michigan Paper Company	Grand Rapids, Michigan
Mutual Paper Company	Seattle, Washington
American Type Founders Company	Spokane, Washington
American Type Founders Company	Vancouver, British Columbia
National Paper & Type Company (Export Only)	New York, New York
National Paper & Type Company	City of Mexico, Mexico
National Paper & Type Company	City of Monterey, Mexico
National Paper & Type Company	Havana, Cuba

J. W. Butler Paper Company
Chicago.

ESTABLISHED 1844



MADE IN MANY SIZES AND STYLES

Half Super Royal Style No. 3.

THE PRINTER WITH ONE PRESS

Must have a machine that meets the requirements of a wide variety of work. He finds it in the

GALLEY UNIVERSAL

Built of the best material to withstand the wear of many years of continuous service, and embodying all that is latest in press construction, the Universal formed the nucleus of many prosperous plants now operating a *battery of Universals*. Let us tell you more about this interesting machine in our catalogue. Sent free.

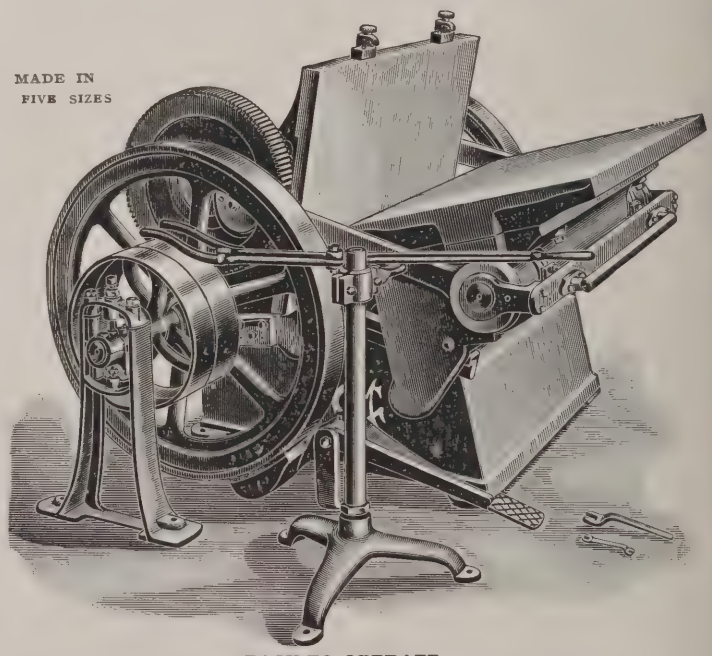
ADD THIS MACHINE TO YOUR EQUIPMENT

GALLY UNIVERSAL CUTTER AND CREASER

Do not attempt to do cutting and creasing, stamping, etc., on an ordinary printing press. Work of this sort is done satisfactorily on the Galley Universal Cutter and Creaser, a machine of great strength and durability, especially adapted to stand the strain.

It is made with the same care as the Universal Press, which means more than an ordinary guarantee.

This press added to the equipment of many plants will make money for the owners in doing work of this kind for themselves and nearby plants. *Let us send full particulars*



MADE IN FIVE SIZES

EASY TO OPERATE

THE NATIONAL MACHINE CO.

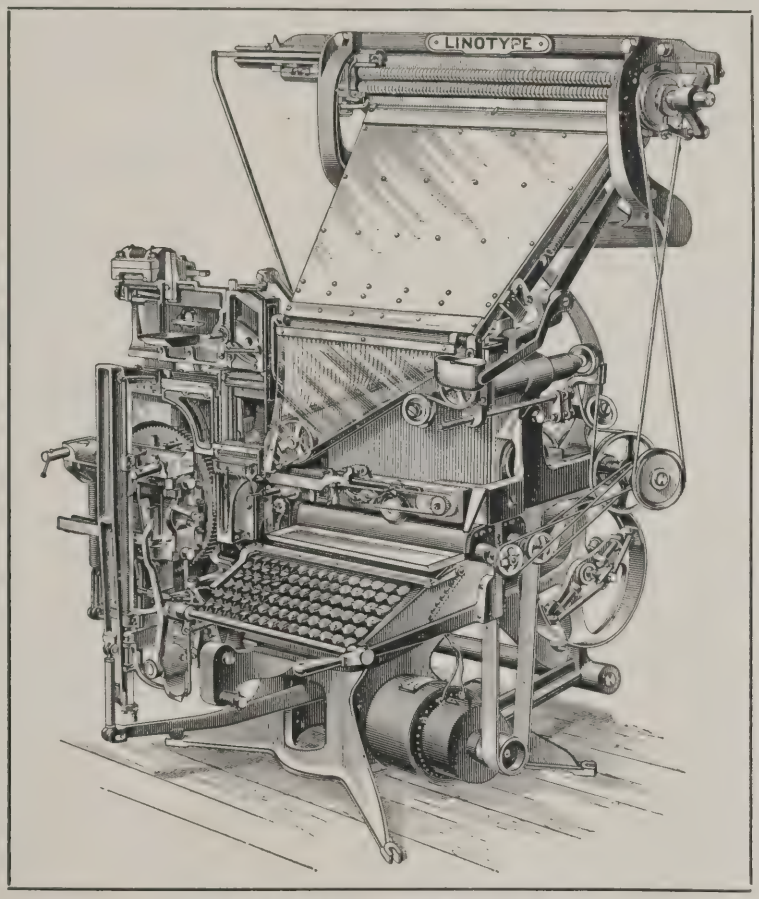
MANUFACTURERS

HARTFORD, CONNECTICUT, U. S. A.

Two-Letter
Single Magazine Linotype
Model 10

Especially designed to meet the requirements of the Out-of-town Publisher

Range { **5 point to 11 point faces**
5 em to 30 em measures



PRICE $2250

Sold on Very Liberal Terms **Write for Full Particulars**

MERGENTHALER LINOTYPE COMPANY
Tribune Building, New York

CHICAGO:
1100 South Wabash Ave.

MELBOURNE, SYDNEY, N.S.W., WELLINGTON, MEXICO CITY, } Parsons Trading Company
HAVANA: Francisco Arredondo

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK } Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany.

SAN FRANCISCO:
638-646 Sacramento St.

NEW ORLEANS:
332 Camp St.

TORONTO: { Canadian Linotype, Limited, 35 Lombard St.
BUENOS AIRES: Hoffmann & Stocker
RIO JANEIRO: Emile Lambert
TOKIO: Teijiro Kurosawa

QUALITY-SERVICE

TWIN SLAVES TO SUCCESS

We have them! *You need them!*

Let's get together!

DRAWINGS

For Stationery

Advertising Designs

Catalogue and Booklet Illustrations

Cover Designs

Mechanical Drawings

ENGRAVINGS

Half-tones, Zinc Etchings,

Color Work of all kinds,

Two, Three or More Colors,

Electrotyping

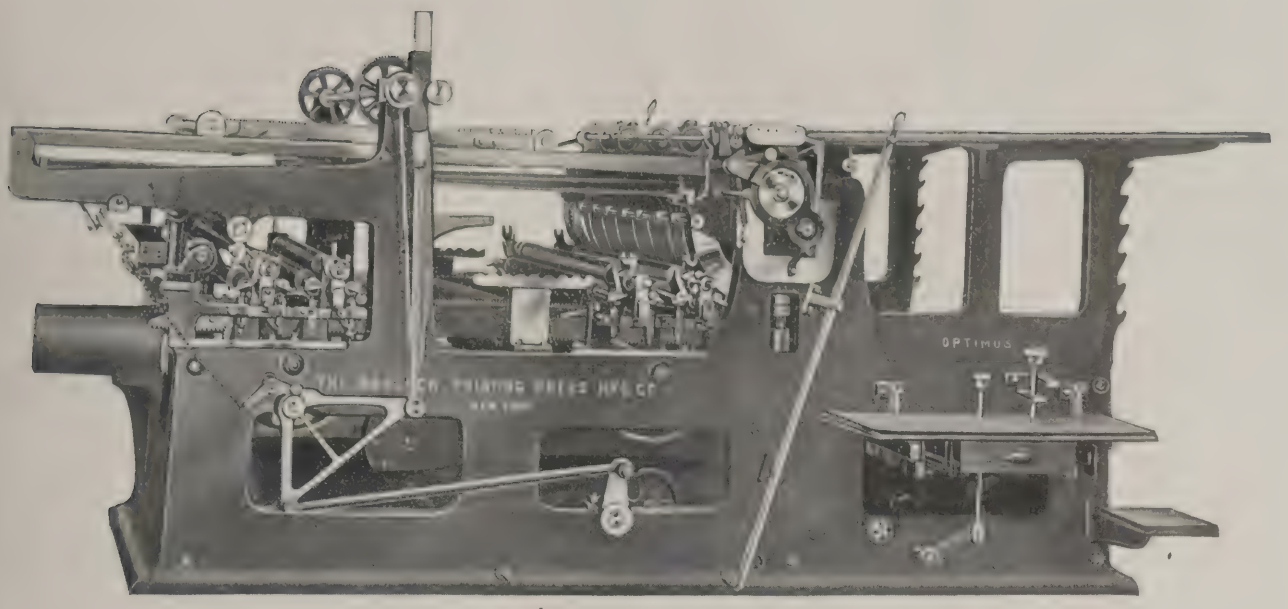
PUBLISHERS' WORK

OUR SPECIALTY

Let us prove it!

WILLIAMSON-HAFFNER CO.

DENVER COLORADO.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT

New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO

Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

Distribution never stops when an Optimus press is running. Position of bed does not check it. The finest possible ink manipulation is obtained; there is great saving in rollers, economy in ink and convenience in handling.

The ductor is a distributor one-half the time. It deposits ink on first table vibrator at the instant bed is at the reverse *and vibrator still.* Contact, with rotation and vibration, continues until bed is at the opposite reverse. Ductor then returns to fountain *without rotary motion*, and remains during the second half of bed movement. It is utilized to the utmost; its quiet action preserves it from injury, and prevents noise.

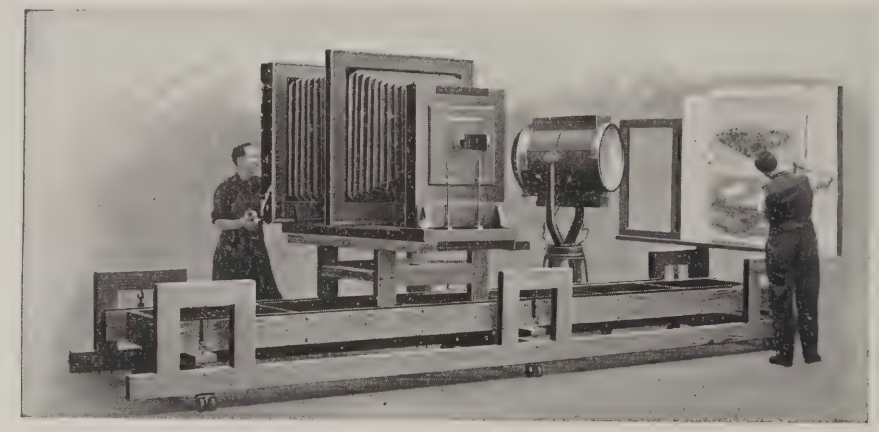
During the first half of impression the ink is thoroughly broken and equalized between ductor, vibrator and the two forward table rollers. It is well distributed when it reaches the plate. Here it is further worked between the four composition rollers, their vibrators and the table before it is taken up by the form rollers, their vibrators and riders, which in turn work it against the table. Undistributed ink cannot reach the form.

All composition rollers are interchangeable even as riders. Any roller can be used as a ductor, a handy and exclusive advantage. Any form or table roller can be put out of service independently of any other without missing an impression. The delivery table is easily moved back to uncover fountain and table rollers.

The action is easy, noiseless, continuous, and splendidly effective. It is a completely satisfactory distribution, fit for the hardest work. It is confidently placed among the other superiorities of the Optimus. It is decidedly economical in roller cost, as a roller not best for the form can have a prolonged usefulness elsewhere. Half of the average composition bills may be saved.

The Babcock Optimus

SET IN AUTHORS ROMAN



A PHOTOGRAPH of the new color camera and searchlight recently installed by Barnes-Crosby Company. The largest photographic equipment in America, designed for the production of two, three and four color process plates exclusively.

Barnes-Crosby Company also announces the enlargement of its Chicago institution by 10,000 additional square feet of floor space, thereby clinching its title as the largest and best equipped illustrating and engraving establishment in America.

Printers, who feel the necessity of an art and engraving department they can consider their own, may forward their orders to Barnes-Crosby Company with the knowledge that they are patronizing an engraving establishment—**not a rival printer.**

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate Makers

Complete Engraving Establishments:

MADISON AND FRANKLIN STREETS, CHICAGO
11th AND LOCUST STREETS ST. LOUIS

Branch Offices and Art Departments:

NEW YORK	TOLEDO	MEXICO CITY
MINNEAPOLIS	KANSAS CITY	DETROIT
ST. PAUL	MEMPHIS	ATLANTA
MOLINE	CINCINNATI	INDIANAPOLIS
CLEVELAND	MILWAUKEE	SAN ANTONIO

B C Co

Bodoni Italic

Cast on Script Line

36 Point — 5 A $2 45 9 a $2 55 $5 00

CHARMING DESIGN MENTIONED
Magnificent Bodoni Italic Introduced
Exquisite Array of Legible Characters

30 Point — 6 A $2 10 11 a $2 20 $4 30

HANDSOME COMPLIMENTS RECEIVED
Meritorious Comments From Live Advertisers
University Drawings Mystified the Spectators

24 Point — 7 A $1 70 13 a $1 80 $3 50

INGENIOUS MECHANICS PRODUCING RESULTS
Energetic Journeymen Submitting Remarkable Devices
Modernized Printing and Bindery Machines Furnished

18 Point — 11 A $1 50 22 a $1 75 $3 25

STUDIED INTERESTING METHODS
Most Reliable Printing Material Secured
Forty Useful Christmas Novelties Drawn
Important Documents Returned Quickly

10 Point — 21 A $1 20 41 a $1 30 $2 50

PUBLISHER FOUND ADVERTISEMENT
Newspaper Reporter Gained Much Notoriety
Prominent Merchant Returned from Europe
Marvelous Improvements in Printing Offices
Strong Typographical Display Letter Shown
Praising Dignified Bodoni Italic Characters

14 Point — 16 A $1 45 31 a $1 55 $3 00

ARTISTS DESIGNED EXQUISITE SPECIMENS
Superintendents Praising Handsome Bodoni Italic
Original American Type Founders Company Face
Beautiful Pictures Delighted European Publishers

8 Point — 22 A $1 05 45 a $1 20 $2 25

MONSTROUS CROWDS RECEIVE SOUVENIRS
Eminent Lecturers Receiving Important Notification
Graceful Dancer Gains Fame Abroad During Spring
Intelligent Boy Student Learns Mathematics Rapidly
Noted Astronomer Discovers Star from Observatory
Handsome Gold Ring Remodeled by Young Jeweler

12 Point — 18 A $1 35 33 a $1 40 $2 75

WINDSTORM DESTROYED MODERN STRUCTURE
Eighty Prominent Compositors Returned South Monday
Greatest Steamships Entered Harbor After Perilous Trip
These Distinct Figures $1234567890 Became Established

6 Point — 28 A $0 90 55 a $1 10 $2 00

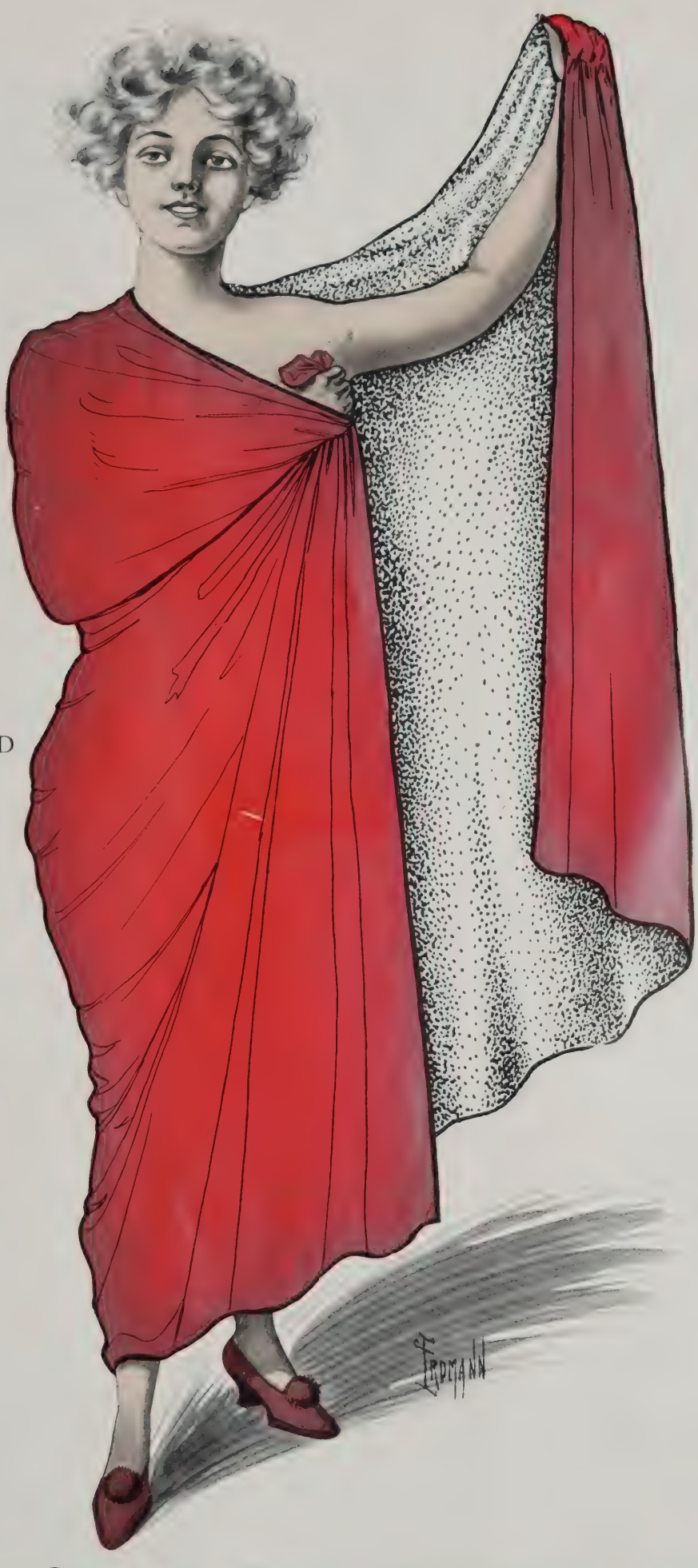
THE SENSIBLE IDEAS OF BODONI ON BEAUTIFUL PRINTING
Ambitious Printers Should Examine the Books of Giambattista Bodoni
The Beauty of All Letters Consists in Their Regularity and Clearness
Many Notions of this Old Master Printer Still Hold Good in Our Day
The Type Face Should Conform to the Taste of the People and Time
In All Art Printing the Known Beauty of the Letters will be Apparent
More Classical Reproductions $1234567890 Many Appropriate Designs

American Type Founders Company

ORIGINATOR OF THE BODONI FAMILY

STRENGTH of COLOR
IN EVERY
CAN
The Queen City
Printing Ink Co.

CRITERION RED
Number **4540**



HAS GREAT
COVERING
CAPACITY

THE QUEEN CITY PRINTING INK CO.

CINCINNATI
PHILADELPHIA
DALLAS

CHICAGO
KANSAS CITY
ROCHESTER

BOSTON
MINNEAPOLIS
DETROIT

SPEEDLIMIT

BLACK-INK

(MEANS ALL THE NAME IMPLIES)

IF YOU ARE **SCEPTICAL** READ THIS.

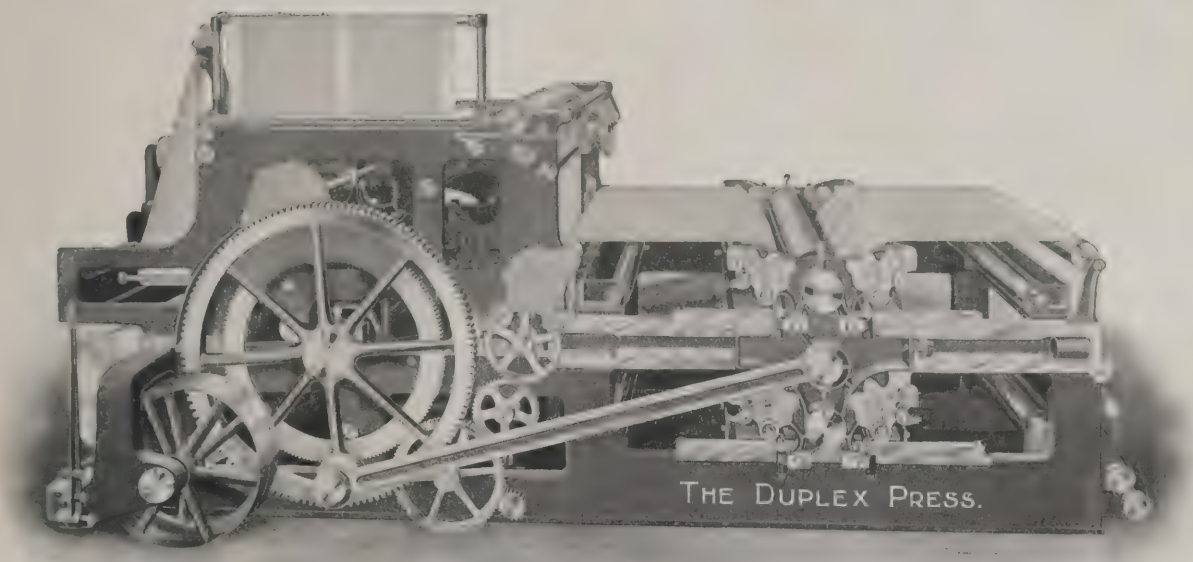
THIS PAGE WAS PRINTED 1500 PER HOUR WITHOUT **SLIP SHEETING.** THE INK WAS ALLOWED TO **STAND** THREE HOURS AND DID NOT DRY ON **PLATES** OR ON THE ROLLS.

SPEEDLIMIT BLACK INK **WILL GO FARTHER** THAN ANY **HALF-TONE** ON THE MARKET. IT HAS **SPECIAL QUALITIES** MERITING A TRIAL.

THE QUEEN CITY PRINTING INK CO.

CINCINNATI,	PHILADELPHIA,	DALLAS,
CHICAGO,	KANSAS CITY,	ROCHESTER,
BOSTON,	MINNEAPOLIS,	DETROIT.

THE DUPLEX



Flat-Bed Web Perfecting Newspaper Press

Prints 5,000 to 6,000 per hour of either 4-, 6-, 8-, or 10-page papers
WITHOUT STEREOTYPING

IN USE THROUGHOUT THE WORLD AND THE DEMAND CONSTANTLY INCREASING

INCREASES CIRCULATION
REDUCES COST OF OPERATION

SUPERIOR FEATURES

The Duplex, automatically feeding from a single roll of paper, delivers a COMPLETE 4-, 6-, 8-, or 10-page newspaper, printed, folded, pasted and cut, at EACH forward and EACH return stroke of the drive shaft—hence the name "DUPLEX."

It prints direct from flat forms, the same as a cylinder press, and is so simple in construction that an ordinary pressman can soon learn to operate it.

It costs less to operate per 1,000 papers than a cylinder press, saving in time, labor and power, and reduces cost of paper stock, as paper purchased in the roll costs less than when cut to size for use in a cylinder press.

Weight: 24,000 pounds. Weight and solidity are ABSOLUTELY NECESSARY to stand the vibrations of a high-speed reciprocating press, whether printing on one stroke or both strokes.

Write for Catalogue and Further Particulars.

THE DUPLEX PRINTING PRESS COMPANY
BATTLE CREEK, MICHIGAN

London Address:
Linotype & Machinery, Ltd.,
188 Fleet St.

Canadian Agents:
Miller & Richard,
Toronto and Winnipeg.

Paris Address
Linotype & Machinery, Ltd.,
10 Rue de Valois.

NEW YORK OFFICE, WORLD BUILDING

C. I. Johnson Mfg. Co.

48-50 East Third Street, ST. PAUL, MINN.

Complete Printing Outfits in Stock

Masterman Roman — Standard Line

6-Point 20A $1.00 40a $1.00 $2.00
PROFITS INCREASED With This Type Series 3

8-Point 18A $1.15 34a $1.10 $2.25
THE MASTERMAN Commercial Printing

12-Point 14A $1.35 26a $1.40 $2.75
BEST MADE Standard Line

10-Point 15A $1.25 28a $1.25 $2.50
EARN MONEY Please Customer

14-Point 11A $1.50 22a $1.50 $3.00
FINE FACES OF TYPE Orders Filled Promptly 8

18-Point 8A $1 65 15a $1.60 $3.25
SUPERIOR Quality

24-Point 5A $1.85 9a $1.65 $3.50
Tracks NORTH

30-Point 4A $2.15 8a $2.10 $4.25
SEND Order

36-Point 3A $2.65 6a $2.35 $5.00
Plant BIG

48-Point 3A $5.00 4a $3.00 $8.00
IS Fine

MASTERMAN ROMAN TYPE

Standard Line Highest Quality

Copper Alloy Metal

A neat Lithograph style of face for Bank and Commercial Printing

NORTHWESTERN AGENTS FOR

Evans Attached Folder

Everything in stock to make up complete and modern printing offices. Hamilton Wood Goods, Chandler & Price and Challenge Gordons and Cutters, Colt's Armory Presses, Scott Drum Cylinder Press, Perforators, Staplers, Stitchers, Ruling Machines, Folding Machine, etc.

C. I. JOHNSON MFG. CO.

"Johnsonized" Machinery, the Reliable Rebuilt Machinery

HANSEN TYPE **ST. PAUL, MINNESOTA**

No Increase in Matrix Prices
No Taxation for Improvements

WE believe that when a man invests several thousand dollars in a Monotype (or any other machine) he should be protected against increases in his "fixed charges," and protected also against having his investment made a "back number" by improvements.

Of course, improvements must, and should, come; but Monotype improvements *are available to every Monotype owner* and can be applied to his machine at any time.

That is the beauty of the Monotype "Unit plan." A complete Monotype machine is merely a collection of Monotype units, built to fit together. If we improve a unit, or add one, it goes into any machine as if it were originally built with it, without disturbing any other part or requiring any rebuilding or alteration.

Any Monotype we have ever sold or shall ever sell can thus be made the "latest model" at any time *and at a very reasonable expense.*

We do not use improvements as a means for extorting more money from our customers. If we can improve the Monotype we ought to and we do, but the improvement certainly should be shared with our former customers—who helped us to make it.

For example, the cellular matrix—the most radical and valuable improvement ever made in type-setting machinery. This was an improvement that cost us around $250,000 to perfect and put into practical form. Yet the new "cellular matrix" is sold at exactly the same price as the older form which it superseded, and we allow a liberal credit for the old style matrix in exchange for new, although we use the old one no more. This shows, as well as anything we can think of, the Monotype policy of protecting customers.

A full font of 225 characters in MONOTYPE cellular matrices with the matrix case, or magazine, that holds them, costs but $60.00—and the price won't go up.

About 400 faces to choose from for composition—over 900 for casting—and we are making more all the time. Cut over 200 new faces last year.

Monotype cellular matrices produce type that *lines at the bottom*, regardless of the point size of the body.

Any boldface may be combined with any Roman of the same point size. To make a new combination with the Monotype, buy the boldface you want and use it with the Roman you have.

All of which goes with many other features to make the Monotype the safest and most economical and the fastest and most efficient type-setting and casting machine on the market.

As for the *quality* of its work—well, we don't need to talk that any more. It's in a class by itself, in quality.

The Monotype *Cellular Matrix* raised the standard of quality—but not price.

Only One Model—and that Always the Latest

BUILT ON THE UNIT SYSTEM

Ask us to *prove* every word of what we say
It's as *easy* to prove it as to say it—and more fun

Lanston Monotype Machine Co.
Philadelphia

32-9-11-100-F

This advertisement shows Monotype faces and borders

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE
PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President
CHAS. E. NEWTON, Vice-President
CHAS. BISPHAM LEVEY, Treasurer
WM. S. BATE, Secretary

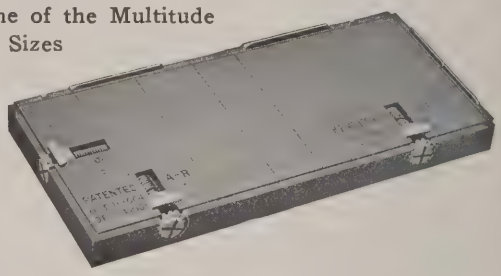
NEW YORK, 59 Beekman St.
SAN FRANCISCO, 653 Battery St.
CHICAGO, 357 Dearborn St.
SEATTLE, 411 Occidental Ave.

The
Rouse Universal Block

Solves the Block Problem

THE SIMPLEST AND BEST SCHEME KNOWN FOR MOUNTING PLATES

One of the Multitude of Sizes



Size of Page—25 x 55 Ems.

You can make up **eight pages** like this in **five minutes!**

ASTONISHING RANGE OF SIZES

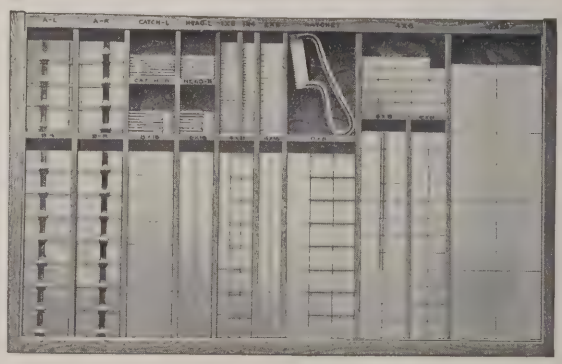
With a single set, costing only $55, you can make up eight pages into about **160 different sizes,** ranging from 17 x 25 up to and including 35 x 51 ems pica, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of two picas in either width or length, or both width and length.

BIG SAVING IN MAKE-READY, TOO!

The Hooks are extremely rapid, strongly made and simple in construction. The body is cast iron, the working parts steel. The jaw has a movement of five picas.

The Catches are made of brass and can not possibly work up on the press.

Bases of Iron. Point system—of course.



One Font Rouse Universal Blocks in Case (Cover removed)

Price, per set, including steel rachet and dust-proof Case that fits a printer's stand, only $55.

Don't waste any more time with out-of-date methods. Order at least one set to-day—**now.**

Sold by Dealers Everywhere

Made only by

H. B. ROUSE & CO.

2214-16 Ward Street, - CHICAGO

The Register Hook People.

The Miller Saw-Trimmer

A Standardizing Machine for the Printer

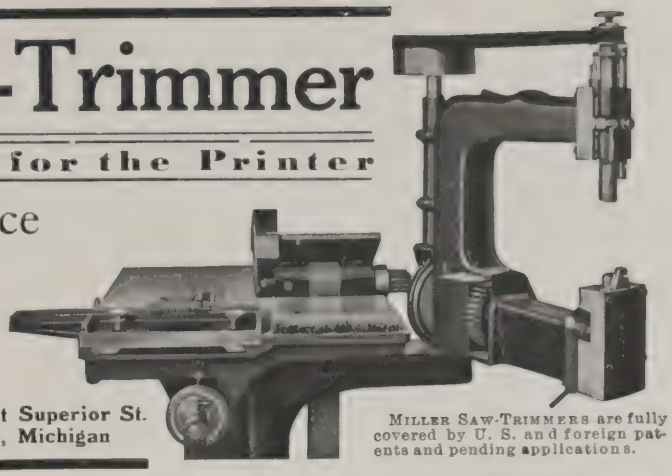
Down in your business office

You standardize material with the typewriter. Why not use a standardizing machine in your composing room?

There's where help costs.

Easy to operate. Easy to buy. Easy to pay for. Freight paid anywhere in U. S. A.

Miller Saw-Trimmer Co. 813 East Superior St. Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

Many employing printers have the impression that their establishments are working with the greatest possible efficiency, when, as a matter of fact, the composing-rooms are thoroughly antiquated, lumbered with old furniture and equipment, poorly arranged, entailing a great loss in floor space and time of workmen.

Modernized Furniture saves floor space. Bringing the material together in compact and convenient form, saves the time of workmen. It is a simple proposition and the wonder is that so many representative employing printers have so long deluded themselves into believing that they are up-to-date and wide awake, only to find themselves in time hopelessly behind in the handicap race for minimum cost of production.

The Watch-Word of the Hour in the Printing-Trade is "Cost-Finding."

The great Convention at Denver last month is but an incident in this movement.

Any employing printer who has kept pace with the movement toward cost finding and cost reduction will recognize, in J. Cliff Dando and Isaac H. Blanchard, pioneers and path finders. Their composing-rooms were among the first to be modernized. Here is what they say say about the installation of Hamilton's Modernized Composing-Room Furniture.

"New York City.

The Hamilton Mfg. Co.,
Two Rivers, Wis.

Gentlemen:

We desire to thank you for the prompt delivery of Office Furniture purchased of you to partially refit our plant. The goods have all been installed and are most satisfactory in every way. Your efforts to give us quick service are most thoroughly appreciated.

Yours very truly,
ISAAC H. BLANCHARD CO.,
J. Cliff Blanchard,
Secretary."

Let us send you a copy of "COMPOSING-ROOM ECONOMY," showing floor plans in thirty modernized offices.

"Philadelphia, Pa.

The Hamilton Mfg. Co.,
Two Rivers Wis.

Gentlemen:

The furniture and general layout you furnished for our composing department has given us very great satisfaction. It made it possible to arrange the working material in such a way as to reduce the time of all work to the minimum. The general construction of the furniture is fine and an office so equipped can without doubt secure the best workmen. We have experienced three instances where compositors with A No. 1 records have expressed a desire to secure positions with our house on the ground that our composing department was right up-to-date. You can see that a good equipment has a moral as well as economic value. Yours very truly,
DANDO PRINTING & PUB. CO.,
J. Cliff Dando, Sec'y & Treas."

The Minimum Cost of Production Can Not Be Achieved Without Providing the Maximum Efficiency in Point of Equipment

Let an expert show you a proposed layout of your office which will unquestionably provide a saving sufficient to pay for the new equipment in less than a year's time.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....
Street and No.....
City..... State.....
Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

OUR NEW CATALOG OF SPECIAL FURNITURE IS NOW READY

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, ec., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.

Patentees and Sole Manufacturers

ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

THE THINGS WE DO

DRAWINGS
of any description, and for every purpose, in
PEN AND INK OR WASH,
for LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR AD. DESIGNS.

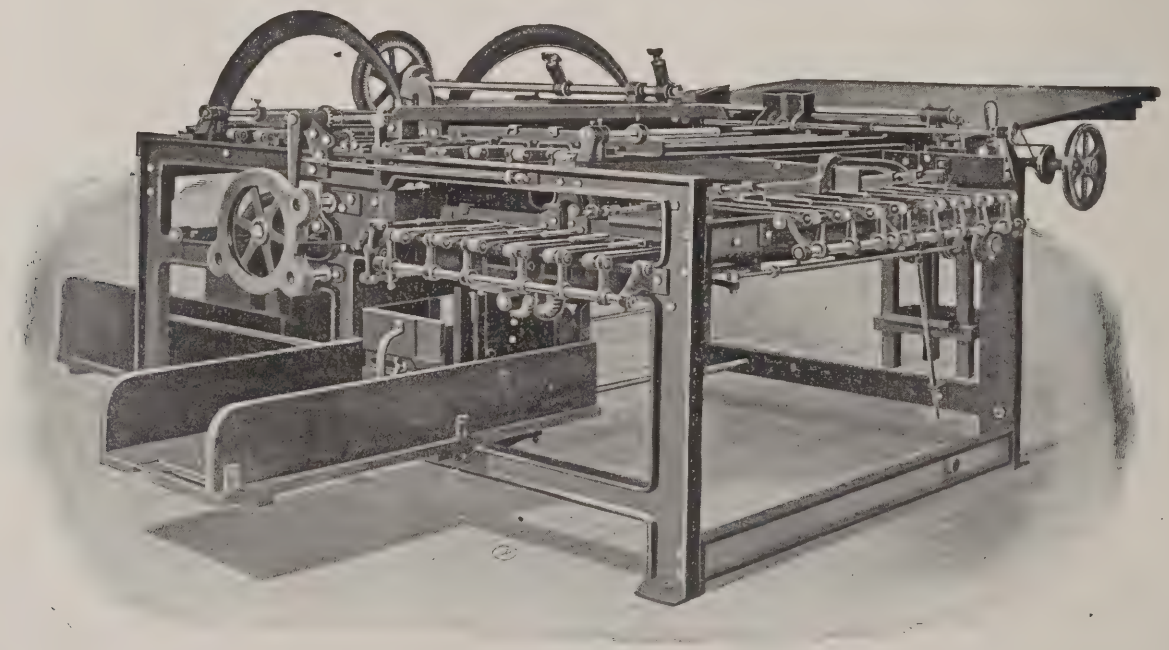
MECHANICAL DRAWINGS
FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

UNIFORMLY EXCELLENT

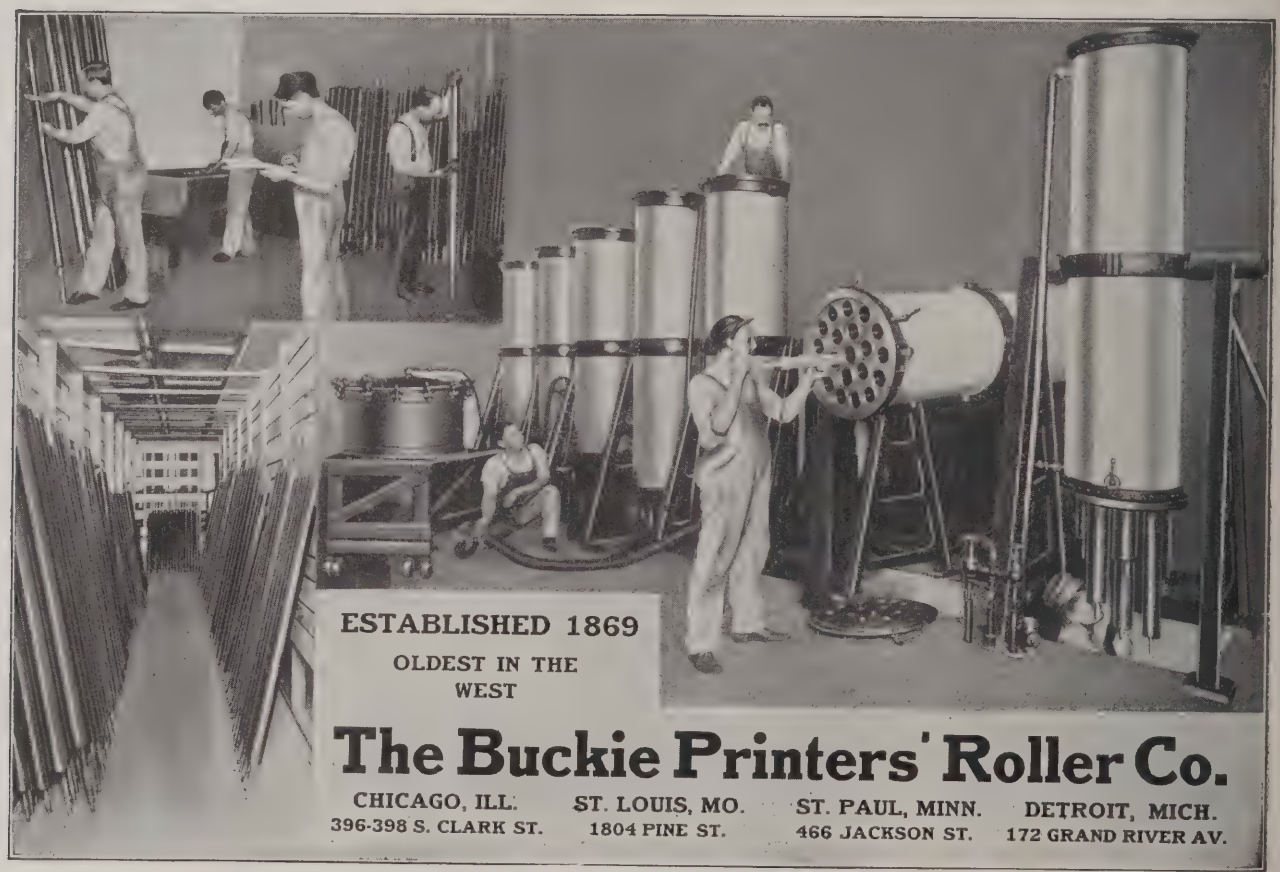
ULLMAN'S INKS

We know our costs
And have the courage
To ask our price
Also to refuse to sell
Lower grade goods
In a given case
Than the work requires.
Our customers are printers
Who have the back-bone
To pay for high grade materials
And get the right price
For good printing.

SIGMUND ULLMAN CO

NEW YORK
PHILADELPHIA
CHICAGO
CLEVELAND
CINCINNATI

A Well Made Roller
Makes Money
and
Saves Many Times Its Cost

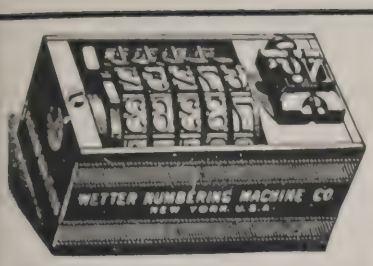

ESTABLISHED 1869
OLDEST IN THE WEST
The Buckie Printers' Roller Co.
CHICAGO, ILL. 396-398 S. CLARK ST.
ST. LOUIS, MO. 1804 PINE ST.
ST. PAUL, MINN. 466 JACKSON ST.
DETROIT, MICH. 172 GRAND RIVER AV.

Our Rollers Are Guaranteed

The Buckie Printers' Roller Co.

714-716 SOUTH CLARK STREET, CHICAGO

Branch Factories: St. Louis, Mo. St. Paul, Minn. Detroit, Mich



MODEL 130
Five-wheel machine to automatically number from 1 to 99999

No 12345
FACSIMILE IMPRESSION

The WETTER

The name "WETTER" stands for the Best Type-High Numbering Machine possible to construct.

Has stood for this 26 years.

We would not risk our reputation by making anything but the Best. All dealers know this, but some dealers not satisfied with a fair profit, recommend "something just as good"—you are the loser.

Insist on having a machine stamped with the name "WETTER."

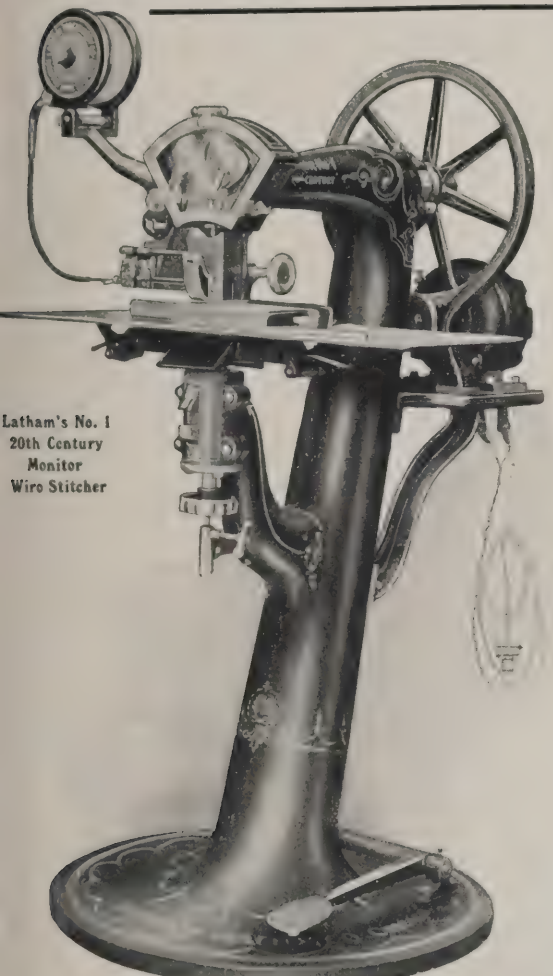
Can be "locked" in form same as type to number and print at one impression.

The ONLY Machine with a drop cipher that won't get LOW.

Sold by American Typefounders Company Barnhart Bros. & Spindler and All Dealers

Is the Best Type-High Numbering Machine . .

WETTER NUMBERING MACHINE CO., BROOKLYN, N. Y., U. S. A.



Latham's No. 1 20th Century Monitor Wire Stitcher

Monitor Success

The wire stitcher most generally used is one with a capacity ranging from two sheets to 7/8 inch.

For twenty years the No. 1 20th Century Monitor Wire Stitcher (shown in cut) has demonstrated that it is the only wire stitcher that will successfully handle work within this range.

This machine placed alongside of that of any other make will convince the most skeptical.

Are you willing to give it a trial?

More Monitors in use than all other makes combined.

FEATURES:

Uses wire No. 25 to No. 30 round and No. 20x25 flat.
Can be used for flat or saddle stitch.
No change of parts for different thicknesses of work.

We furnish Complete Bindery Outfits.
Write us for Estimates.

MANUFACTURED BY

Latham Machinery Co.

306 South Canal St., CHICAGO

NEW RORK
8 Reade Street

BOSTON
220 Devonshi e Street

KNOW YOUR EXACT COSTS

An indisputable record of production and labor is furnished by

DURANT COUNTERS

ACCURATE, POSITIVE, UNFAILING

Record only actual impressions of press. Ask any printer's supply house or write us for details.

The W. N. DURANT CO., 528 MARKET ST. MILWAUKEE, WIS.

THE INCREASING USE

of Cutters that Cut—the kin that Royle makes, proves their superiority over cheaper imitations.

Write for circular.

John Royle & Sons
Paterson, N. J., U. S. A.

Engravers' Machinery

Thalmann Printing Ink Co.

PROCESS INKS & INKS FOR OFFSET PRESSES
BEST GRADES IN ALL SHADES OF COLORS

STEEL AND COPPER PLATE INKS

MANUFACTURERS OF

LITHOGRAPH AND LETTERPRESS

INKS

OUR ELECTRIC ANNIHILATOR A BENEFACTOR FOR PRESSMEN

Home Office, 212 Olive Street, ST. LOUIS, MO.

DEPOTS

Chicago, Ill., 711 S. Dearborn St. Nashville, Tenn., 222 N. Second St.
Kansas City, Mo., 600 Delaware St. New Orleans, La., 535 Magazine St. Memphis, Tenn., 73 Union Ave

'PHONE 498

The Smith-Brooks Company

DESIGNERS
ENGRAVERS
PRINTERS
BOOKBINDERS

1741-1747 CALIFORNIA ST.
DENVER, COLO.

Mills of **CRANE BROS.,**
Westfield, Mass.
Manufacturers of
LINEN PAPERS with the Famous Watermarks

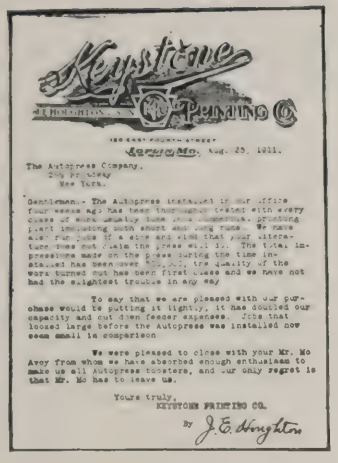
CRANE'S 18 78 LINEN RECORD

CRANE'S 18 78 JAPANESE LINEN

CRANE'S 18 78 ALL LINEN

Sold by Dealers and Stationers

It's Not What We Say The Autopress Can Do, But What Its Users Say It Has Done


Keystone Printing Co.

The Autopress Company,
299 Broadway,
New York.

Gentlemen:- The Autopress installed in our office four weeks ago has been thoroughly tested with every class of work, making both short and long runs. We have also run jobs of a size and kind that your literature does not claim the press will do. The total impressions made on the press during the time installed has been over 500,000, the quality of the work turned out has been first class and we have not had the slightest trouble in any way.

To say that we are pleased with our purchase would be putting it lightly, it has doubled our capacity and cut down feeder expenses. Jobs that looked large before the Autopress was installed now seem small in comparison.

We were pleased to close with your Mr. Mc Avoy from whom we have absorbed enough enthusiasm to make us all Autopress boosters, and our only regret is that Mr. Mc has to leave us.

Yours truly,
KEYSTONE PRINTING CO.
By J. E. Houghton

EVERY DAY we receive enthusiastic letters from prominent printers all over the world and their words fairly glow with satisfaction and praise. They attest the economy, the value and the undeniable necessity of the Autopress in every printing plant, great and small.

THESE LETTERS come from some of the largest corporations and the best printers in the country—men who weigh their words and whose statements command respect. Among them are such great concerns as

The Bankers' Publishing Co., of Toledo, Ohio

Stettiner Brothers, of New York City, N. Y.

Federal Printing Company, of New York City, N. Y.

J. B. Judson, of Gloversville, N. Y.

The Daily Mirror, of Escanaba, Mich.

The Los Angeles Times-Mirror, of Los Angeles, Cal.

C. H. Slingerland, of Slingerlands, N. Y.

D. C. Cook Publishing Co., of Elgin, Ill.

The Essex Press, of Newark, N. J.

The Deseret News, of Salt Lake City, Utah

and hundreds of others

THESE LETTERS prove that the Autopress has neither competitor nor equal, that it is the money-maker of every printshop, and that it quickly saves its cost because it produces four to five times as much in a given time as other presses used for work within its range; that it is the greatest of all machines for all-round job work, being capable of producing beautiful color work as well as the cheapest of commercial printing, and that it is of as great value to the printer with the small shop as it is to the man with the largest.

THESE LETTERS of warm commendation are further backed by checks in payment and by additional orders. You can quickly verify any of the above statements by simply asking us to send you facsimiles of the originals.

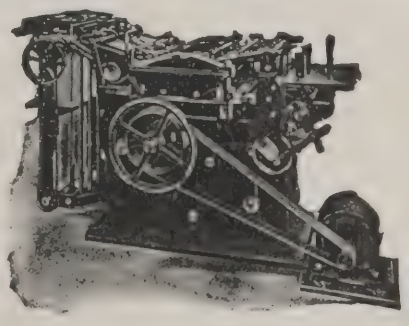
Not Promises, But Performances

Remember we guarantee the Autopress to fulfill our claims. You run no risk. Send today for full information. If you hesitate you are simply making way for the other fellow. Do you want the profits or will you let him take them?

THE AUTOPRESS COMPANY

299 Broadway, New York

CHICAGO, 431 S. Dearborn St:
ATLANTA, GA., Rhodes Bldg.
LONDON, ENG., 85 Fleet St.
SAN FRANCISCO, Phelan Bldg.
BOSTON, 176 Federal St.
TORONTO, CAN., Carlaw Ave.



THE AUTOPRESS

5,000 IMPRESSIONS PER HOUR FROM TYPE OR FLAT PLATES

Barnhart Brothers & Spindler

Are Working Side by Side With the COST CONGRESS

THE Congress is leading the printers of the land to better profits; so are we. This is what we do:

1. Supply to any inquirer the recommendations and blanks of the Congress and its Cost Commission.

2. Supply lay-outs for Press and Composing Rooms that economize time (the chief item of cost) and space. Our outfits have reduced cost of producing printed matter 10% to 20%.

3. Supply electric welded chases which are not "as good" but far better—1000% better—the best—really the only chases worth considering.

4. Supply one-piece rim, Bruce and regular all brass galleys of the durable kind.

5. Supply the splendid Babcock Presses—fast Newspaper, Job, Drum and Two-Revolution styles—the acme of press mechanism.

6. Supply Chandler & Price, Gally, John Thomson and Golding Presses; Challenge and Oswego Cutters, Motors, etc.

7. Supply everything any printer needs in equipment.

That's the magic number—seven.

But for good measure we supply the Best TYPE ever made and in infinite variety.

Barnhart Bros. & Spindler

NINE BRANCHES

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-nine | Chicago, October 1911 | Number Ten

The Supplyman's View of the Situation

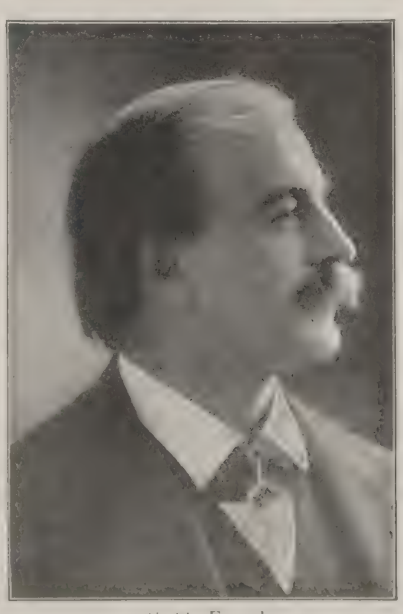
By W. H. French, President Barnhart Brothers & Spindler, Chicago, before the International Cost Congress at Denver, Sept. 8, 1911.

A SUPPLYMAN'S view of the situation is, I take it, very much the printer's view. If there are a few special points that have not been traversed in the very interesting and instructive papers, speeches and discussions of this body, I shall try to bring them out so far as they may be of mutual benefit.

Let me say in advance that I do not endorse what one of your number said to me yesterday. Said he: "There are perhaps many men of many minds, but in what I have heard up to date, one sweet strong refrain has run through and dominated it all—it may be formulated in these words: 'I want all the business, and everybody else should so conduct himself that I can get it'." It seems to me that nothing is further from the truth; such a thing might have been truly said twenty-six years ago; but from the time when certain great strong liberal-minded generous men got together in this country and organized the National Typothetæ of America, it has been growing less and less with each recurring year, until today these printer's conventions are composed largely, if not wholly, of men who believe in and guard the rights of others as strongly, as alertly, and as ably as they guard their own; men who believe in "live and let live" policies; and believe in them not in the absract, but in the concrete; men who practice from principle and in daily life, the theories they so ably champion here. The efforts of Franklin Clubs, Master Printers Associations, Printers' Board of Trade, and latterly the great Cost Congress, have all, in their turn, strangely and radically changed the spots on the printing trades leopard.

The accusation of my friend is, therefore, false as Sextus when applied to the present. Today the printers of the country have, as a rule, discarded the old, brutal, hideous doctrine of "Devil take the hindmost"; they are inclined, for the most part, to instruct the ignorant, to aid the struggling, and to give the light of their knowledge to the honest but benighted; and with this guiding motive they lose time and business and spend money prodigally; they are ready and anxious to sever the bonds that have fastened Ixion, the unfortunate printer, to the cruel wheel of cut rates and bad business methods, the wheel that has been crushing out his life at every annual revolution.

What is the result? The printing business is rapidly emerging from the slough of despondency into which it had tumbled. It is no longer the survival of the fattest—or fittest; that coarse, detestable principle has, in the printing craft, given way to the wholesome, honorable and elevating doctrine of the survival of him who has the wit to see, the willingness to learn, and the ability to practice correct business methods.



W. H. French

Gentlemen, this is no new theory or practice with the supplymen. For fifty years they have been through the mill and have been gradually grinding out, in sweat and blood and disaster, the conviction that not competition, but co-operation, is the life of trade, as well as life and happiness and prosperity to the individual in the trade. I do not say that each and every one of the supplymen is a haloed saint; the halo is shot through with various marks of battle, some of them of recent date; spots ap

pear on the sun of their righteousness; the old Adamic instincts, which were bred and inbred into the fiber of their being, cannot be beaten or cozened or coaxed out of their systems all at once; we are coming—coming fast—and I may say that in our masterly treatment of the labor question, in which all typefounders stood shoulder to shoulder, and in other ways, we have blazed a path through the tangled swamps and gloomy woods of competition, that is leading us on to the sunlight of peace and comparative prosperity.

Why, I am no patriarch in Typefounding, and yet I recall how bitter, how deeply bitter, how ingrained was the personal enmity between typefounders, during the early days of my association with them. I was once advised by some of the elders in the business to have no communication whatever with the rivals for trade; to treat them in the good old Bible way: "Avoid them, pass not by them, turn from them and pass away." The practice never appealed to me in the bad old days; it does not appeal to me in the present better days; I have always believed in friendship, collaboration and association among the trade; in friendly calls and confabs. I have felt that brains were given us not to dissipate, but to conserve profits.

I have always followed the practice of calling on competitors at home and abroad; have swapped experience and lies with them; I have smoked their cigars and borrowed money from them; thus at once despoiling the enemy of his substance and getting him interested in my success. And others have done, and are doing, the same; so that today, with the keenest of competition among ourselves, there is yet good will, a certain degree of cooperation, and among reputable dealers there is none who will not take his competitor by the hand and say "Brother." Competition is, as a result, pretty closely confined to business methods, good service, quality of goods and the popularity of house and salesmen. We have put in a Cost System and are reaping the rewards of our wisdom; not, in truth, what the printer would consider a proper percentage of profits, nor such as the printer deserves, but it is something better than that which has, even in my time, sent some fifty typefounders and supply houses into the sheriff's boneyard.

I want to approach my next point with all of the delicacy and reserve that I can command. It is a question that concerns the supplyman and the supplied man equally; and yet I may be prejudiced regarding it. You, Master Printers, have one competitor whom you justly detest; so have we. You would gladly rid yourself of him; so would we. In your case, it is the man who does not even know the uses of a left-hand shooting-stick; who has no capital, either of cash or business ability; who has no foresight or sense of fairness; who knows not costs, and who cares not for them; who, nevertheless, by hook or by crook, breaks into the printing business; sits down by your side and locates his plant by his own kitchen stove and proceeds to demoralize your trade and take your busines by the catch-as-catch-can method of cut rates; he doesn't last long, for the public, which likes to be gulled, shortly catches on to him and cuts his gullet; but there's an everlasting litter of him; the minute his head drops into the basket of oblivion, it seems that half a dozen other snaky hydras spring up to take his place; there's a Johnny-on-the-spot—your spot—all the time. How and where is he born? I'll tell you! I know his father and mother, and I tell you, you have it in your power to suppress him and terminate the breed. Do you do it? Not on your life! You coddle the old man and you flirt with the old woman who gave him his short and measly life. Is it a riddle? Well, here's the answer. The supply man—the man who with little or no knowledge of our business, without capital, without wisdom or reason, finds an "angel" to supply funds and starts a typefoundry or a supply house; who makes a few faces of type, steals a few, utters a specimen book, and blithely cutting prices, sells all comers at his "lower rates." He asks you for trade and you give it to him because of his 5 per cent lower; by your patronage and sympathy you put in his hand a knife and bludgeon with which he carves and belabors you and your profits; for it is always and only he who starts that Johnny-on-the-spot—your spot—in business. He sells Johnny a $500 outfit with $50 down, the balance in two or three years' time. In three, six, or twelve months, Johnny gurgles down to the bottom of the commercial sea, his outfit reverts to the original dealer who sold it, and is again portioned out to one or more succeeding Johnnies and so the process goes on, "ad nauseam." And you grunt and suffer, but you keep on buying his (slightly) less costly and perhaps very much cheaper stuff; you can't resist that 5 or more per cent special discount on leads, brass rule, or type; and you are cutting your own throats with his cut-rate razor. If you had the courage of conviction, you would pass up the special discount, and trade with houses that don't do these uncommercial things; the houses that are helping you to abate the nuisance at your door. By so doing you would be able to declare 1,000 per cent dividends on the amount you pay extra when buying of houses that do not start your reckless competitors in business.

There! Didn't I handle the subject with delicacy and reserve? I might have drawn it a bit more mildly; I might have sugarcoated the little pill, but it is a pill of your own compounding and it has untold merit. I am proud and happy to say also that there is a healthy minority of printers who don't need the pill at all.

My next point will be briefer—CONSERVATION OF ENERGY. It's a vast, splendid theme. We have read how its apostle, Dr. Taylor, equipped the Bethlehem Steel Works with labor-saving tools and applied scientific methods, so that with a trifle of extra expense, the company were able to get more and better work with greater ease to the workmen and at the same time save $75,000 per month. For example, he took the shovelers of iron, coke, and sawdust; he found them using shovels all the same size. By experiment he discovered the proper weight of each of these materials—the weight that a man could lift and throw without exhaustion. He gave the iron shoveler a small shovel, the coker a larger one, and the sawdust worker a still larger one. Result: More work done, nobody fagged out, everybody working to proper capacity and everybody happy. And so on throughout the entire works. Simple things, time saved, and efficiency secured.

The same thing is being done today in the printing trade, but comparatively few printers are equipped as they may be if they will call in the aid of the typefounder expert, who is a scientist in this particular. A proper equipment replacing an out-of-date equipment has enabled some printing-offices to save 20 per cent in the cost of printed matter.

Time saved is the essence of profit. We can hardly take the view of the West Virginia countryman who was seen by a traveler driving a bunch of hogs. This conversation ensued:

"Where are you taking the pigs?"

"Out to pastur' 'em."

"What for?"

"To fatten 'em."

"But it's pretty slow work to fatten hogs on grass.

Where I come from we pen them up and feed them on corn; it saves a lot of time."

"Yas, I s'pose so; but hell, what's time to a hawg."

Not many years ago, Chicago boasted a statesman known humorously as "Resolution Burke." In every Democratic convention he was repeatedly on his feet with a Whereas and Resolved; and his Resolutions were usually adopted.

Following the praiseworthy example of my townsman, I want to propose this individual declaration of principles:

Whereas, We are all printers looking forward to better things for the whole trade and

Whereas, We believe in the square deal, therefore be it

Resolved, That I will not sell the product of my shop at less than cost nor without fair profit.

Resolved, That I will find out what cost is and that I will be honest with myself and my competitor in determining it.

Resolved, That I will not mourn nor fret if I lose an order, nor will I in that doleful case allow myself to

GET OUT OF THE WOODS

believe that the successful bidder is necessarily a fool or a knave or a liar; but I will examine my own shop and see if I am properly equipped.

Resolved, That I will not look on my competitor as an enemy or malefactor; but that so long as he uses a cost system that informs him accurately what is profit and what is loss, that I will hold him to be a fair business man; that if he has no cost system that I will endeavor, in friendly good faith, to persuade him to install one and to reap the benefits therefrom.

Resolved, That when buying my supplies I will not do myself the injustice of trying to save a few per cent, if, in doing so, I shall encourage a dealer, who, by his unfair methods of selling, will make me lose business and profits.

Resolved, That I will work for the spread of the gospel of fair profit for the printer; that I will co-operate with all others who are doing the same, thus helping all reputable printers everywhere, as is meet and proper; and,

Resolved, That in carrying out the spirit of these Resolutions, I am working for the ultimate benefit of my customers and my employes, for myself and for the loved ones of my fireside.

Trade Schools

Address of F. O. Climer, Director of the School of Printing, Indianapolis, at the United Typothetae Convention at Denver, September 4-7, 1911.

THE men present and represented at this convention, practically control the printing industry of North America. Printing in itself is a masterful art. It is the seventh industry in magnitude in the United States. It employs, in connection with its allied branches, nearly a million workers and has invested over five hundred millions of capital. The total value of printing and publishing products during the year 1910 approximates eight hundred millions. For materials and operating expenses not less than four hundred million were expended.

In this vast business organization a general line of development has been followed, and in so far as definite knowledge of related processes is concerned, a great deal has been done. Yet the whole field, with its millions of operating expenses and output values, still possesses opportunities that are almost revolutionary.

The country is growing, industries are increasing, the demand for printed matter is greater every day, and the printer who does not grasp the opportunities of increasing profit fails to realize the tendency of the times. The trade has certain restrictions, unfavorable circumstances, but nothing that its intelligence and management are not sufficient to overcome. The main thing is to look ahead—to safeguard future costs and conditions—to build for the business of tomorrow.

The important problem now before the printing industry is the same as confronts the whole nation—increasing costs of everything we must buy. Every master printer feels the pressure. The scale of wages is mounting, cost of materials advancing, and every year finds the printer's percentage of profit smaller on every dollar of product he sells. It is not a theory the printing business faces, but a present fact.

All this demands adapting the business to changing conditions. This new condition instead of being a permanent check on profits is the best thing that ever happened to the printing industry. Why? Because it will force us to run our business in a better manner; and the ultimate result will be, that the printer who moves with the line of advancement, will make a greater per cent on investment than he ever did. A lot of pioneer work has been done toward this result. Trails of truth have been blazed through a wilderness of error. Cost sys-

tems and analysis have flamed as signal fires to guide and direct. Organizations have begun to teach and analyze, until sufficient concentrated attention has been brought to bear on the whole problem to solve it. We have accomplished as a body what we would fail on as individuals.

Boiled down, freed of entanglements, there are just two ways to make money in printing. To sell our goods for more money or to reduce the unit cost of making them. To raise the price is permissible, but there is a competitive limit to this, based on the cost of raw materials and expense of manufacture. This does not lose sight of the profit that comes from increasing the volume of business, but increase in volume cannot be built on a market price raised above natural limits.

It may seem, at first sight, nonsensical to talk in one breath about increasing cost of labor, and shortening hours, and rising market of materials; and then, in the next breath, suggest a lower cost of production. Yet this lowering of the product in cost is the real basis of future profit. As an industry we are wasting enough to make us wealthy. We are wasting material, energy, and effort—wasting the time of high-priced employes, (or permitting them to do it, which is worse.) And whatever is wasted someone must pay for.

What the Typothetae has planned and the trade school taught, is the elimination of waste and the substitution of efficiency methods for old, imperfect ways. All efforts along these lines, all plans of action and results toward this end, are now collectively known as Scientific Management. The application of this to the printing business means increased profits, decreased unit costs, the power to raise wages while maintaining proper prices to consumers, and all with better working conditions for the employe.

The printing business has two distinct functions: Manufacturing and selling. The merchant needs only to buy and sell; but the printer must buy the raw material, establish and maintain a manufacturing plant and finally market his product direct to the consumer. There is no middleman's profit to be paid for by the consumer of printing.

The printing industry utilizes three factors: Men, machines, materials. The development and use of these control manufacturing conditions. Materials may be analyzed and utilized to the last grain of dust. Machines have been developed and improved for our use until they resemble a great mechanical intelligence. But men, the most important factor of all, whose development is in our keeping, are most neglected. So after discussing briefly the general conditions, I am here today, primarily, to represent the interests of the man and his business.

We have been attempting to apply great systems, and organization principles, without considering the human element. And a backward glance will show that the individual worker has been almost stationary while the rest of the business has moved ahead.

The business man of the present has at his command greater forces than the genii that Aladdin drew from the wonderful lamp. Old tools, traditions, methods, have been discarded for more efficient substitutes, and the profits of many a business today are made from what was waste a generation ago. Marvelous machinery furnishes the luxuries and necessities of civilization. Wind and wave, steam and electricity, toil ceaselessly in the service of mankind. From the high seas to the teeming factory—the vast, complex organism of machinery throbs with tireless pulse. But except where he keeps up with some machine that sets the pace, the individual worker shows little advance.

The average workman is fifty per cent behind the system of modern production. In a large measure this is what holds down our output. Many a profit-making organization is losing thousands of dollars in the difference between what it is doing and what it might do. Most printers realize that their plants are not turning out more than 60% of their capacity, but how many have analyzed the reason down to bed rock. When they do, they find the trouble lies in incompetent men more than in any other one element.

We must fit the brain to the job. Men are the tools of the manager's trade, and real executive ability means skill in the use of men. Men are what they are trained to be, and the logical place to begin productive education, according to the rules of Scientific Management, is under proper conditions, where result, can be obtained at the least expense, and that is in the trade school.

Naturally I am interested in the trade school. I am putting the best years of my life into it, and I only hope, that today, I can illustrate to you something of its work, its purpose, and results.

When a boy is placed in the school we realize that we are, in a large measure, responsible for his future career. For this reason the school desires control of the boy during his time in school, and jurisdiction over him all the time he is attending school. There would be little advantage

of educating and developing him during school hours, and then permitting him to spend his time outside the institution in tearing down all the ethical portions that had been built up. It is not assumed that the average boy has such inclination, but it is intended to assure those having the deepest interest in his welfare, that, as the preliminary and foundation of his technical training, the boy will be taught, trained, and established, in the moral precepts and habits that make good, clean, alert men.

The school teaches, first of all, high ideals. Ideals involve clear and high thinking. They are the beacon lights upon the mountains of promise. They are the basis of that energy and resistless effort that knows no defeat or satisfaction short of success. Ideals that are definitely taught can at once be given an efficiency rating in any industry.

The school maintains such discipline as is necessary to best results. No man is capable of giving orders until he can take them. In every successful organization personal preference must often be sacrificed for the common good. The higher the man the more he is obligated by this condition. Discipline in the school means developing the individual to the point where he can exercise impartial judgment—where he bases decisions on the utterly impersonal basis of facts. Ideals and discipline bring the realization of dependent functions, teaching the necessity of co-operation and the value of specialized knowledge. They wake the mind to a realization, that, no matter how great men may become, they need the aid of counsel in a wider scope of knowledge than one individual can possibly attain. This prevents the most common of all executive mistakes—basing operations on inadequate information.

We emphasize that under no circumstances is any man greater than the business of which he is a part. That as a first principle he must have loyalty to the organization. Any business is just as great as the sum of its employees. Whenever there is loyalty there is enthusiasm, and wherever there is enthusiasm there is force in work.

So we teach boys ideals, discipline and loyalty, right along with technical training. And now I want to deal briefly with our teaching of technique—to illustrate as near as I can the general line along which we teach printing.

One point needs particular attention in the consideration of trade education; that is the capacity of the boy. We must have good material to begin with. The output of a trade school can never be uniform; it can only be the best that can be worked up out of the material. The individual element has to be developed. We do not aim to deliver ideas ready-made, but to teach fundamentals and their application.

We do not teach composition, for instance, by standing over the boy and saying: "Set this line in 24-point and the next one in 18-point," and so on till he gets up the job. We teach him the different classes of work, the styles of composition, proper methods and use of materials, and the fundamentals governing the entire job. Then we say to him: "Here is the copy for a job—make a layout of it." He does so and we check over the outline. Then we say: "There are types, rules, slugs and other material. Go and get up your job." He does so, and we inspect the work at frequent intervals, and if there is anything defective in it we make him distribute that portion and do it over again. After he does this a few times he gets the right method firmly fixed in his mind. The general result is that when the boy gets out on the job, he finds out about what is wanted, and gets it up with the material he has on hand to do it with.

The first process is to separate each different proposition into its component parts—divide it into small units so as to get down to its fundamentals. To illustrate: When the boy begins to makeready he works, say a job on flat paper, and follows it up with one on good grade bond. He finds that the bond must have a harder impression and harder ink. Why? Because the paper is harder. Why is bond paper harder than flat paper? Because flat paper is made from cotton rags and bond paper from linen rags. Why is paper made from linen rags harder than that made from cotton? Because linen is made from the fibers of flax. The fibers of flax and cotton are both tubular, but the flax fibers have thicker walls and are harder and tougher. And that is fundamentally why he works the bond paper different from the softer flat.

Link by link the connected education is worked out from the fundamental. Whatever the trained man does he knows why he does, and if a result is or is not what he expected he knows why. On every problem he is able to concentrate the facts bearing on it, and all the ulterior information tending to its solution. And he doesn't have to kill valuable time and hang up the whole office doing it.

Every step of this work is planned out and predetermined on standards based on fundamentals. The old apprentice course of four or five years did not cover one-half of what it is possible to teach by this method in two years. There is nothing unreasonable in this, when one reflects, that the student, in two years, gets more actual working shop practice along lines he needs than the shop would give him in many

years; and a comprehensive, direct line of instruction bearing on his work that the shop could never give him at all.

After a man receives his basic training, the commercial shop is the place for him to get experience of every-day relations with other environments, but the average shop cannot teach a boy the things he should know to improve the printing business. The average workman is no instructor. A good instructor is about the scarcest commodity on the market. It has taken me four years to select and develop the ones I have. There is a world of difference between knowing and teaching; and a still wider space between doing a thing your way and finding out what is the best of all ways and teaching that. The school is not teaching one-man ideas. It is basing all instruction on the combined experience of the whole trade—tested and reduced to a written standard practice. Written standard practice is the established method of doing things the best way, attained and maintained by records and specifications, that preserve and apply that which is of value, and eliminate that which is arbitrary and contradictory.

Men must be taught the trade either in our shops or in our schools. Unless your men are different from the average, they are not going to give much time to the apprentice and, in truth, they cannot and keep their work going. Further, that which is handed down in tradition, as it were, is in practice often imperfect and unsatifactory. What men know of real value they like to keep to themselves. Why, I have known foremen who refused to give information to an executive of certain ways of doing things, because they claimed their method was their personal property. What are we to do about a proposition like that? I venture the assertion that the average shop apprentice is taught as many things wrong as he is taught things that are right. I know I was. And with such training as this some employer pays him year after year for inferior service.

I am willing to let every man in this house, who picked up his trade the old way, be guided by his own honest opinion. You know and I know, that every one of us has risen out of the rut by investigating for ourselves and studying for ourselves and assuming responsibilities and attempting things that the men we worked with never told us of because they themselves did not know.

The only businesses, the only men, who rise above the dull level, are those who seek and apply new plans, new methods of doing better and greater work. Every new machine, every new process, system, principle, or plan, is a tool only when in the hands of the man who knows how to use it. Every business has three purposes: To make money, to safeguard investment, to grow up to its future.

No great invention, organization, industry or art was ever achieved without knowledge and energy and courage enough to break through old barriers. Strength in business today means solid foundations for the future.

The problems of material may be handled by proper specifications. The manufacturer of printing machinery keeps ahead of his demand. The real difficulty lies in training men to get full results from materials and machines. We accept as satisfactory a fraction of the rated capacity of a machine when we actually hold the makers guarantee that the machine can do 30 or 40% more than we are getting out of it. The fault is ours if we accept 60% output as conclusive when we should get 90% or more.

We need trade schools to get 100% men. Not one man in one department, but 100% men in each department. Some other plants have exceeded this and men have attained 103, 105 and even 110% above the maximum work laid out for them. I tell you it is the men in our business that make it. Your shop may have the finest equipment on earth, but unless you have competent men in charge of that equipment, the result will not be success. Get men back of your machines as good as the machines are and the rise in output will knock the top out of your industrial thermometer. And if in addition, you have proper organization and methods, and keep your equipment up to date, you will make goods that may be sold at reasonable profit and your selling price can be under your competitor's costs.

Don't try to shoulder onto the cost system the management of your business—it isn't built for that purpose. The cost system is a recording instrument that follows every detail of work in your plant and records what each operation is costing you. If you knew just what your work should cost, the exact amount of time that should be spent on each operation; then the cost system would determine whether you are above or below standard. The cost system shows cost—that is what it is designed to show. It's up to your management to tell whether your cost—the cost the system shows—is the lowest possible cost. Because if it is not, then your men and your plant are not up to the standard.

We may have earth, seed, moisture, light and heat, but we must get them together in their right relation before we have growing plants that yield a harvest.

We may have material, equipment, system

and men, but we must weld them together in a vibrant, productive mechanism under the master hand of executive ability—of Scientific Management—before we have a business that grows to its limit in money-earning strength and development.

Summed up in a final analysis the trade school accomplishes these results:

Gives the boy a solid foundation of commonsense, integrity and energy, which is necessary to success under any conditions in any line of work.

Trains him minutely, specifically and adequately in the theory and practice of printing This technical training is based on hand and machine work, in every branch of printing, under competent supervision, and with every method separated and explained until mastered.

FIRM AS A ROCK IN NATURE'S WONDERLAND

The trade school teaches, in such degree as is profitable, the general outline of trades allied to printing in so far as they apply to the problems and conduct of the printing business.

The trade school teaches estimating, principles of cost finding, and scientific management in theory and application.

The training instils capacity for detail, concentration and analysis, which, connected with thorough technical training, develops the most valuable class of industrial workers in the world.

The young man trained in this school brings to your shop a constructive, dividend-earning force. A man who, in turn, can train in the best methods to eliminate waste, and who brings to the work a spirit that changes the atmosphere of a whole establishment.

Trade Schools

By William Pfaff, New Orleans, La.

I AM placed on the program to discuss the subject of "Trade Schools." Mr. President, and Gentlemen of this Convention, I am glad of the opportunity to speak on the topic selected. but at the outset I desire to say there can be no argument on Trade Schools. Whatever is said must be in favor of these institutions. "Blessed is he who has found his work," says Carlyle. He is thrice blessed who has found it through the medium of Trade Schools. I believe in them and to convince you that I had the courage of my convictions I will inform yout hat I sent my son to the Winona Technical Institute at Indianapolis to get his education as a printer. He went there with many misgivings and a great deal of diffidence. He had not pursued his studies many months when the printing trade and business opened like a flower to his sense of the beautiful and practical, and the knowledge he acquired there was equal to the experience of five or six years in the actual work of a printing office and a saving of about ten years of his life.

Again quoting Carlyle: "It is the first of all problems for a man to find out what kind of work he is to do in this Universe." I contend that Trade Schools enable him to find out.

A Trade School is an evolution of the old apprentice system, once the training school for mechanics in all branches. It is fortunate that the old method gradually died out as its successor is conducted along higher lines with a broader scope for the education and improvement of the pupil. The drudgery and waste of the shop are abolished by supplying an economic instruction in the practical work of the various trades and in the necessary theory. There are trade schools having day courses in their own workshops. Then there are schools in which the worker adds to the experience he is gaining in the regular workshop during the day by having theoretical courses at night. Such schools have been extensively developed in Germany, where they are called "continuation schools." They also correspond to certain of the so-called technical schools of England. There is a difference between the trade, technical, industrial and manual training schools, as you know. However, the difference is not generally understood.

The object of the technical school is not to take the place of an apprenticeship, but rather to help those who already know something of a certain class of work and wish more scientific or theoretical knowledge of it. The technical schools, therefore, prepare the overseer or superintendent rather than the apprentice. The highest development of this type of school is found in the great technical institutions where both the application of art to industry and the most thorough scientific training are provided. The Massachusetts Institute of Technology and the great German and American textile schools are examples of this class of instruction.

Industrial schools, as the term is understood in America, aim to teach one or more branches of industry, with the idea that habits of order and work will be inculcated in the pupils. The work is primary in character. It is used to a great extent in reclaiming young offenders from evil habits, or in schools for neglected children.

The general education in the manual training school has no relation to the trades. Handwork is given with the sole idea of utilizing its power in developing or educating the individual that the hand and mind may be trained together and each help the other.

In the United States there are many different forms of education for a trade, but regular trade schools are new and are not yet numerous. For centuries education for trade has received the attention of Europe. Complete systems of industrial education have been developed in many countries from the kindergarten and manual training of the grades through the trade and technical schools to higher engineering and scientific institutions. These schools are generally under government support and control. Their value is recognized and this support takes either the shape of control or a subsidy. Germany has developed a valuable phase of trade instruction to supplement the private shop apprenticeship. As in this country, the poverty of the workers forces them early into the shops to earn a living. In order to enable these workers to obtain better salaries, special evening or Sunday instruction has been arranged in the continuation schools. Each German State has made a study of the best way to help its different trade workers. These schools have developed all over the empire, in Austria and in other countries. In Germany they are preferred to the all-day trade school. Belgium and France are renowned for their day trade schools; Austria and Hungary have unusually complete systems of trade instruction, and Switzerland and Italy also provide carefully for this class of education. For 35 years Russia has had trade schools to train the workmen in various fields. England's well organized technical instruction is showing a tendency to include trade work also.

Wm. Pfaff

It is interesting to know that the Centennial Exposition in Philadelphia in 1876 is responsible for Germany's awakening to the importance of training her wage earners. Germany's products on exhibition there were distinctly inferior to those of other foreign countries. This was emphasized about two years later at the French Exposition in 1878 and a committee was appointed to investigate and make suggestions. The result of the work of this commission is to be seen in the systems of trade and technical schools which have been organized and in the reputation which Germany now has for the application of science to industry. Germany has become thoroughly imbued with the idea that money devoted to trade instruction is well spent. Her exhibit at the St. Louis Exposition showed that she now takes rank with or even excels those nations which have in the past controlled the industrial fields.

In France the forerunner of the trade school began in 1799, but the last quarter of a century witnessed the greatest development. Following the Exposition the number of schools receiving help from the government increased from 48 in 1880 to 292 in 1904. France realizes that her industrial success depends on the education of her workmen, hence the government takes a direct part in developing the system of trade instruction.

"A man without knowledge, an' I have read,
May well be compared to one that is dead."

—Thos. Ingelend.

The trade schools in Germany, France and other sections of Europe account for the skilled artisans who come over from the old country and it is the lack of such schools that is responsible for the great number of half-baked workmen in all lines of trade and mechanical work in the United States.

"A man must serve his time to every trade," says Byron. "The art preservative of arts" must be mastered from every standpoint. The printer of today and the future must not only be skilled in the mechanical and artistic branches of his work, he must understand the business side. He must be able to satisfy not only himself but his customer as to the reasonableness of his charges and the reasons for making them. Without desiring to reflect upon the great printers who have achieved success through being "brought up at the case" (artistic success hardly, not financial surely, but the possession of brains and literary ability, certainly), and giving them full credit for their achievements, I maintain that the printer who receives his education and training in these Trade Schools—being taught by the man who was "at the case," will outstrip his famous predecessors in all branches of the business. He will be thoroughly grounded in his knowledge and he will be able to take advantage of the vast opportunities that exist and the promising fields that remain in this great trades-business of ours. I could not conclude with a more appropriate or ennobling thought than that of Carlyle:

"The glory of a workman, still more of a master workman, that he does his work well, ought to be his most precious possession; like the 'honour of a soldier,' dearer to him than life."

THE BOY UP-TO-DATE—HE IS GOING TO THE SCHOOL OF PRINTING WHEN HE GETS BIGGER

The Printer Ascendant

By Henry B. Porter, Boston, Mass.

ARCHIMEDES, the most celebrated geometrician of antiquity, and discoverer of the principle of the lever, once boasted that if he could find a spot on which to place a fulcrum he could move the world. Archimedes died at Syracuse in 212 B. C. Some seventeen and a half centuries later, or about 1450 A. D., this power to move the world was discovered and located by John Gutenberg, of Mainz, Germany, in his epoch-making invention of printing from movable types. From humble beginnings the art of printing, despite all the opposition of ignorance and superstition, grew and unfolded itself until the whole world became its debtor.

It is a universally recognized law of nature that there can be no birth of man, animal, nation or epoch without a period of sorrow or anguish; and the father of us modern printers could not escape this inexorable rule.

Either because of faults of his own, or because of embarrassments heaped upon him by others, John Gutenberg, cradling the offspring of his intellect and industry in his little shop, became involved in painful transactions through his inability to repay money loaned, and in consequence went through his period of agony, which finally terminated in the loss of all his types and stock, and in his own impoverishment.

Say what we may of Gutenberg—dispute his claims, if we will, as the inventor of modern printing—yet the fact nevertheless remains that Gutenberg, in his own person and unfortunate experiences, was a living type or representative of that industrial class, known as "printers," who have followed him and the financial clouds which accompanied his invention of printing—the birth-pains of the industry—have continued through successive generations down to the present. And we, joining in the cry of our predecessors and forbears, who have labored in season and out without any material advantage therefrom, have been repeating and re-echoing their time-honored question: "How long, O Lord! how long will this condition endure?"

Printing is the real redeemer of mankind. Before the invention of Gutenberg, trade, commerce, industry and the great bulk of humanity were held in contempt by the rulers, lords and nobles of Europe. But as the productions of the printing-press were placed in the hands of the people, and through the printed page knowledge and education began to enlighten the dark, untutored minds of the people, the great mass of men and women, instead of continuing as the footballs of priests and kings, began to exercise their newly discovered power, and a new era, slowly yet surely, was ushered in.

The world today is a much more desirable abiding-place than ever before. We marry and rear our home altars, and the little folk who grow up about us to bless and sweeten our lives have vouchsafed to them the **right** to education and mental development. Commerce, manufacture, trade, and science and art, are spread over the face of the earth. The kingdom of commerce, with its intra and international alliance, is far more powerful than petty kings or rulers. And this enlightened age, these golden days, wherein trade-reciprocal and politico-arbitral agreements interlock nations in the embrace of brotherhood, as never before, this progress, this advance in civilization and human uplift, is the direct cause of modern mental enlightenment, principally due to that craft, known as printing, which had such a humble and inauspicious beginning some four and a half centuries ago.

But, gentlemen, there is another picture of the history of this benign benefactor of mankind—printing; one not quite so tickling to the ears, and one in which tragedy rather than romance is pre-eminent. I have referred to it as the century-continued birth-pains of the printg-press era. To be more prosaic, let us call it by its real name, and that is the financial handicap which has been the general portion of most followers of Gutenberg. The industry which he in a measure founded apparently inherited his financial disaster, which, like the fermentation of yeast from a mother-cell, has ever permeated and acidulated the daily bread which printers have, in the main, heretofore received in exchange for the sweat of their brows.

The early printers suffered many indignities, many of them, because of fear of the consequences of ignorance and bigotry, being obliged to carry on their profession in secret, resulting in their being called "practitioners of a black art." And if you follow the history of printing from the time of Gutenberg down to the present, you will find that printers, as a class, have not traveled a highway of roses, nor have they been surfeited with riches or the good things of life. This is well expressed in some verses, published in or about the year 1800, which show how the printer then stood in the opinion of the commercial world. Let me quote them:

"Lives there a wretch so dead, so lost to shame,
Who seeks to blast the printers' humble fame?
If such there are, Oh, let oblivion's tide
At once their mem'ry and their folly hide!"

And this one, which is only too true of many printers whom each of us knows today:

"'He is not rich,' some busy elf will say,
'How does he settle, or his reck-ning pay?
By what unknown, yet powerful, magic charm
Does he so long avoid the bailiff's arm?'"

Gentlemen, my topic is entitled "The Printer Ascendant." Is not the foregoing rather conclusive of the fact that the printer has been ascending? Are we not conscious that the printer has been "going up," financially of course, from time almost immemorial?

But there is another ascendancy which I desire especially to speak about, and that is the organized effort of employing printers in this country to mount the ladder of business independence, the first step of which was taken some twenty-five years ago in the organization of this Typothetæ, and the subsequent steps leading up to the present advanced condition in which the printing industry is beginning, at last, to find itself.

A mighty good start has been made, and the question which should deeply concern us now, at this time, is: *Will this progress continue, and are we building on lines that will endure?*

In the consideration of this subject, please let me quote two trite sayings, both of which are vital truths: The first is: "No novice develops suddenly into an expert;" the second: "For every man that the Lord made smart enough to help himself, He makes two who have to be helped." Both of these truisms have seen their fulfillment many times during the past three years of cost propaganda, fathered by this Typothetæ; the first, in the many so-called "cost systems" which have been exploited by novices who, before the compilation and distribution of the original Typothetæ system, did not know whether the word "cost" began with a "c" or an "x." The second, in the creation of many different organizations, formed for the purpose of assisting printers who are in dire need of help, which have sprung up all over the country, and which point out most unerringly that, instead of a ratio of two to one of those who need to

be helped, it comes nearer, in actual daily life, to being about sixteen to one.

Now, I hope that what I shall presently say about the work of this Tyopthetæ, and the thoughts which have borne themselves in upon me, which I shall take the liberty of making known to this convention of serious-minded printers, with your permission, Mr. President, will not be construed as meaning anything else than the individual ideas of one insignificant member—myself. I believe that at a convention of this kind, where we are gathered for the serious purpose of checking up the work of the past year, exchanging ideas for the benefit of our common craft and, as prudent business men, looking into the future and planning therefor, any idea which any member may possess, and which may possibly contain some germ that can be propagated and made to bear fruit for our common good—that such ideas and expressions, even though they be not in accord with the ideas of the majority, which rules and should rule, ought to be set forth in orderly fashion, and their merits or foolishness discussed and treated in accordance with their value.

I believe that this Typothetæ, representative, as it is, of the printing industry of the country, has come to its time of puberty; that, in consequence, trade children are to be born and it behooves us to exercise unusual care at this important time that the printing-craft marriage, so much discussed the past year in divers meetings and in the trade press, under the general caption of a one unified international organization, be so arranged that the union of the contracting parties may be a blessing forever to our craft, and that the resulting progeny may receive from vigorous parents a blood-strain that shall be royal in every particular.

The past quarter-century has been a time of genuine progress. Under the wise guidance and counsel of the ablest printing minds in the country—men whose names are familiar to you all—this Typothetæ has set the face of the printing craft toward the sun, and a new light has come into the printing intellect. The printers of this country and Canada will ever owe those self-sacrificing men a debt of gratitude which can never be repaid. They have builded well, have brought this Typothetaæ through many trials, and have been the direct cause for the ascendency of the printer to his present better plane. May our plans for the future be as fruitful!

The work of this Typothetæ, up to about three years ago, when, under Mr. Fell's able administration, it took up the cost investigation and installation work previously started by three eastern printers' boards of trade, has been primarily that of withstanding the unjust demands of labor agitators, and our Preamble and Constitution, including the amendments at Detroit in 1909, and also our Declarition of Policy, as adopted in 1908, plainly shows this as the primal reason for the United Typothetæ's existence.

During the past three years this organization has largely devoted its energies to cost propaganda, with especially gratifying results; and in June of this year, our secretary, Mr. Heath, caused to be printed in the various trade papers—and also in the Bulletin, if I mistake not—"a statement of the objects and aims" of the United Typothetæ, which certainly disclosed to the outsider a platform so broad that almost everyone could readily subscribe to it, if he would.

In view of the foregoing, it may be that the United Typothetæ, as at present organized and conducted, is all that could be desired, and that to open a discussion upon the question of a possible readjustment in the Typothetæ's policy or organization is the height of juvenile foolishness. I personally believe, however, Mr. President and gentlemen, that the printing craft in this country has ascended up to a crucial time, and that this is the psychollogical hour when those who are in the active workers' ranks should inquire into this matter. And that is what I wish to discuss, believing a discussion of this kind will be wholesome, even though it may not result in this organization's taking the steps which at least a few of us would like to see taken.

First—I believe this organization should be one great *power;* that membership should be dependent upon certain established qualifications; that its activities should reach directly into each of our offices; and that the dues which we pay should bring us certain genuine business—administration benefits—rather than as at present, where the payment of dues to headquarters gives no direct benefits aside from the privileges of attending these conventions, associating with our brother-craftsmen throughout the country, and in other minor ways. Some of the larger printing centers, where perhaps the local membership is greatest and the dues sent monthly to headquarters make a considerable yearly sum, receive, in a direct way, essentially nothing in return for this money, aside from the good consciousness of helping to finance the cost propaganda in other parts of the country, and also thereby aiding in the formation of new local Typothetæ in various places.

Of course, all local Typothetæ have local dues of varying amounts, in addition to the U. T. A. dues; and the local due is usually so small that there are practically no funds for aggressive local development work; and, were it not for the associate dues from the associte membership, the local dues, as a whole, would be even less than they are at present.

Second—I believe in *intensive* cultivation. For instance, in the suburbs of Paris are many highly cultivated market gardens. These gardens average only about two acres each, and yet, through the practice of intensixe gardening, the soil, which is often miserably poor, is so fertilized and developed that, instead of a customary one, or possibly two, crops per season, these world-famous, scientifically cultivated gardens yield *seven* crops per season, and the average crop is usually very productive.

The point I wish to make by this illustration is that specialized effort should be made in each geographical division of U. T. A. territory. If this effort was put forward, operating through established trade centers, in my humble judgment the affected local Typothetæ would so bud and blossom that their fragrance would attract a larger proportion of that class of printers who ought to be identified with this movement, and those who would organize competing organizations—which only result in divided power—would be discouraged because of existing and prosperous conditions in these localities.

Third—A greater factor than cost installation is the accurate determination and *acceptance* by printers of cost per job. This may appear paradoxical, but remember it is one thing (though a most valuable fact, of course), to determine a cost per hour for the various departments in an office, and an entirely different matter to predetermine, in an estimate, the cost for a certain job. There is today as wide divergence in determining the number of hours required for doing certain work as has heretofore prevailed in individual cost per hour.

How can a cost system save printers from bankruptcy and continued commercial encloudment, when competing printers vary one hundred per cent in estimates to do work, even though they all agree that the cost per individual hour is so and so?

I believe this Typothetæ should be so organized that, wherever possible, in selected trade centers it should give

to its members that cost-per-job determining service which has made the printers' boards of trade such powerful business assets for their members; and to the members who conduct business in places of more or less isolation a imilar service, when desired, could be brought about by operating details which could be readily worked out. I do not believe that Typothetæ locals should attempt to govern competing prices on work, but that practically every other function of board of trade work should be included in its activities. I know of two cities—and I have been told of a third—where, despite cost installation, the difference in prices on estimated work among Typothetæ printers is an exceedingly grave matter. I also know of a city where its board-of-trade printers are subjected to as great a competion in low, unprofitable, ruinous prices from Typothetæ members as from those who are members of no printing-trade association.

Gentlemen, the printing craft, to which we are devoting our commercial lives, has wallowed in the slough of despond in the past because a low-price, oftentimes below-cost, bacteria has kept this all-important industry from ascending to its rightful place. If we expect to see The Printer Ascendant in this country, we must undertake through our organization the curtailment of this financially debilitating competition.

Fourth—Regardless of the desire of some people to avoid the subject of uniform hours, general wage adjustment, and centralized effort regarding the adoption or non-adoption of "open" or "closed" shops it certainly is imperative that the Typothetæ contine to adhere to its safe and sane Declaration of Policy, as expressed in paragraphs 1 to 7 inclusive, of that declaration.

The millennium has not yet arrived; and while the statement issued to the trade press on June 12, this year, which I referred to before, and which says, "With the adoption of this broader policy [that referring to costs, efficiency, etc.] it was decided to drop from consideration, so far as the national body was concerned, the question of whether shops were to be 'open' or 'closed,' as it was seen that this was a matter which could best be handled by the local branches or by individual plants." It is certainly the part of wisdom, while trusting to the better spirit which all hope will prevail in the future, nevertheless to be ready for emergencies, should they unfortunately arrive, by "keeping our powder dry."

These matters have much to do with the cost of our manufactured product, and those policies of the past which have been such a bulwark of strength in time of need should be continued as stabilizers for the future.

Fifth—Provision should be made for our best friends—the allied tradesmen, such as electrotypers, engravers, paper jobbers, binders, etc., to actively co-operate with us to the end that the trade abueses which worry and annoy both printer and allied tradesmen may be amicably and satisfactorily adjusted in both a national and a local way.

The foregoing five fundamentals, to which would naturally be added many other real and direct activities—such as uniform trade customs, shop practices, credit bureaus, employment bureaus, insurance, etc.—would be the supporting timbers erected on the foundation of past Typothetaæ experiences, which would assure almost indestructibility to our organization building. It would daily put into our individual business the beneficent influences of an association that would evenutlaly bring a new, most prosperous and enduring era to our craft.

There is absolutely no genuine excuse for the present necessity of supporting, in various localities, different printing-trade organizations. The United Typothetæ is the rightful and natural body into which all other bodies should be merged. It is not a question of mere members, because a Gideon's army, properly organized can still conquer the Midianities of business; and this is most capitally illustrated in the printers' boards of trade which, though relatively small in numbers, are the real strength of printers, wherever they are in operation, and which almost compel a printer, if a member, to be successful in his affairs.

Typothetæ members have always been generous and liberal in the support of other printing-trade associations. No better illustrations of this could be given than in the membership of the printers' board of trade of New York, Philadelphia and Boston, whose membership is largely composed, I believe, of Typothetæ firms. And it was also shown in the two past cost congresses, where Typothetæ men have been in the forefront with their money, counsel and hard work.

Is it not high time that the Typothetæ conserve to itself, and concentrate in its own activities, these energetic efforts of its stalwart men, and do as one body the work which is now going on through multiple organizations?

Those who have not experienced the work which printers' boards of trade have done and are doing have no conception of their power for bringing financial success to the printer; and although it is perhaps far from possible to organize all Typothetæ centers at present, on general board of trade lines, it is nevertheless clearly possible to so organize in many centers, and, as the Typothetæ grows along these lines, to extend this service to many other places.

Now, gentlemen, please permit me to briefly summarize this suggestive part of my topic, which I have presented in this immature fashion in order that the thoughtful gentlemen who are to follow me, in accordance with the program, may have something live to discuss, rather than compel them to attempt discussion on a lot of meaningless phrases.

I should like to see this Typothetæ, during its present "reconstruction period" (as one of our past U. T. A. presidents called it at the Washington convention last year), develop, after due consideration and constructive planning, into a stronger and more highly vitalized institution, comparable to centralized electric power, with its feed wires extending into every state and into every city of fair commercial size, providing power and energy for turning the wheels of business, as it affects the printer from day to day.

Do it by dividing present U. T. A. territory into various trade centers; reconstruct the locals in each of these territorial centers along general board-of-trade lines, each operating under a U. T. A. charter.

Have the affairs of each local administered upon a reasonable uniform basis through local boards of governors; have the active secretaries or managers genuine administrative agents of the parent body; readjust dues, first making them ample so that dividends in **results** can accrue to the members; second, determining on a proper percentage which would be paid to the national treasury, and the balance (the larger portion) paid into the local treasuries for local intensive work; conduct activities in all these locals upon lines parallel to board-of-trade work—without price control—attuning the details of each in accordance with local conditions; have the parent body, the United Typothetæ, amplify its present work as becomes necessary, and direct the general activi-

ties of the whole interlocked association much as it does at present, only in a more intimate way.

May be this is all visionary, impossible, the ebullition of an untrained and hazy mentality; but nevertheless, gentlemen, some of us believe that this association is bound to come to a readjustment on lines somewhat similar to the indefinite suggestions I have pointed out. Perhaps not this year, or next, or the next, but it will come when printers have had their fill of acting as the "hewers of wood and drawers of water" of the business world. It will come when the real, genuine, permanent and not-to-slip-back-as-heretofore Ascendency of the Printer has arrived.

It will bring, I believe, the printers and their organizations as a unit under the escutheon of this, the rightful and pre-eminent association, and will centralize in each locality the various local associations—Typothetæ, board of trade, etc.

And the name? We have all read in the trade press, and through other sources, about the various plans for the contractural union of existing independent bodies into one international association, as suggested as the last congress at St. Louis. Each plan so far proposed contains a suggestion for some new combination in terminology; but why not the *Typothetae of America?* We must be *united;* why not become so, and in our name declare that we are?

And "Typothetæ?" What is there about this word but honor and progress? It certainly has the call, as far as usage goes (it's only about 440 years old), and the name has been and is a potent one in the circles of trade associations, be it of printers or other commercial organizations.

So much toward the discussion of an organization which shall knot in a close bond interdependent printer-brothers. What will it portend?

You are all familiar with the history of Moses, who pleaded at Pharoah's court for the release of the children of Israel from servitude; and, having crossed the Red Sea, they wandered through the wilderness under discplinary and educative restraint for a period of forty years, before they were permitted to cross over Jordan into the Promised Land. It seems to me that this Typothetæ must take upon itself the role of a Moses to the printing business. It must plead the cause of the printing industry to all the Pharaohs of business who have looked upon the printer and his craft as a necessary evil, to be tolerated only because of what could be wrung from him and must then discipline and educate him, and make him a presentable creature—a craftsman combining practical and technical knowledge of this wonderful business with the steadying restraint of a successfull merchant's experience; and then establish him in his rightful place among the commercial powers of the land.

There is a story about an Irish sailor, whose vessel put into a small South Carodina port for repairs. During the evening Pat drifted around the town, finally bringing up in the rear of a little negro church, where a revival service was going on at top heat. This was a new experience to Pat and when the darky preacher requested the "sheep" to line up on one side and the "goats" on the other, Pat, not understanding the meaning of it all, remained in his seat near the door. The line-up showed many sheep and only a few goats. Noticing that Pat remained seated, the darky clergyman called out in a loud voice: "Will de good brothah at de doah please decide as to his heahhaftah?" This brought Pat trembling to his feet, and in a thick voice he answered: "Begorra, I dun' know the game, but just to see it played I'll be a goat."

We, as printers, gentlemen, without knowing why we did it, have lined up on the side of the "goats" in the game of business, and this is not our proper position. By continuing the organization work so well begun; amplified in such manner as, after due reflection, the elder staesmen of this association shall determine, and each of us strengthening the hands of our leaders by doing our share—and perhaps a little of our more indolent or weaker brothers' share; doing it with intelligence and enthusiasm; keeping at it everlastingly; making every knock a boost; exercising the true missionary spirit in our own localities among our printer neighbors—and direct competitors even—we shall the more quickly bring to pass the day when we can, with abounding pride, move among the commercial society of our community, and be honored by them for choosing as our life-work the ennobling industrial art of printing.

That is the way to true, legitimate ascendency in our craft. It will pave the way for some share of that material prospertity which is our due, and insure to our children or our successors a business standing that shall be stable and enduring—an ascendency that will be the most valuable legacy we could possibly bequeath to them.

But we must work—work—work! And this brings to mind a quotation which, as a parting thought, I leave with you:

"Then take this honey for the bitterest cup;
There is no failure, save in giving up;
No real fall as long as one still tries;
For seeming setbacks make the strong man wise.
There's no defeat, in truth, save from within;
Unless you're beaten there, you're bound to win."

"The Practice of Journalism" is the title of a book to be issued from the press of the E. W. Stephens Publishing Comlumbia, Mo., September 10th. The authors are Walter Williams, dean of the School of Journalism, and Frank L. Martin, assistant professor of Journalism, at the University of Missouri. Dean Williams has been actively engaged in newspaper work in Missouri many years and is widely known throughout the country as editor, lecturer and author. Mr. Martin, before becoming a teacher at the University of Missouri, was connected with the Kansas City Star.

The volume deals chiefly with the practical side of newspaper work and is designed as a textbook for schools of journalism now being organized in many of the larger colleges and universities, as a useful book for those engaged in the profession, and as a book of interest to the general reader. It covers a wide field with special attentention to the work and methods of the editor and reporter, both in country and metropolitan journalism.

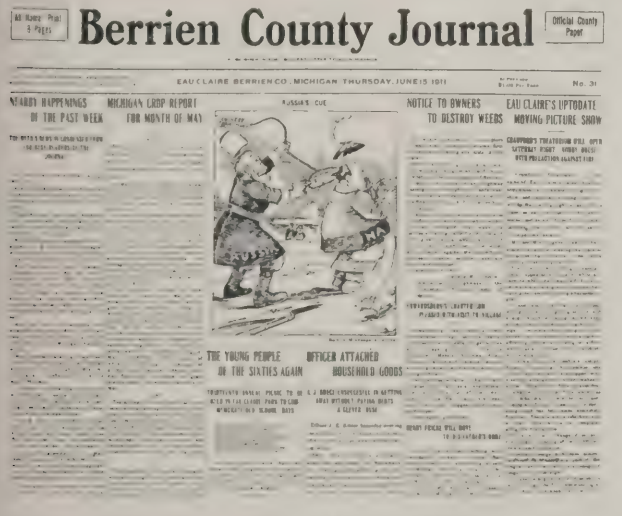
"The Practice of Journalism" is the first book ever published on journalism that is designed to be of service to instructors and students in the teaching of the profession. The growth of Schools of Journalism in recent years has brought about a demand for such a volume. The few books that have been written on the subject treat only individual phases of the profession. In general this new work treats of newspapers of every class, their fields and organization; the Sunday newspaper, the business and printing departments, the preparation and writing of editorials, and the gathering, writing and handling of news. Technical style has been avoided as far as possible with a view of furnishing a book useful to beginners and others.

The volume is bound in cloth and may be procured from the E. W. Stephens Publishing Company, Columbia, Mo. The price is $2 postpaid.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

ON the twenty-sixth of last July the Winona, Minnesota Republican-Herald issued a special "booster" supplement to its regular edition, "for a greater Winona," which was highly creditable both in point of workmanship and purpose. The supplement was in magazine form, with pages approximately 11 x 16 inches in size, and covered with a buff calendared stock. There was nothing mediocre in the contents of this special edition. They dealt, as may be surmised, principally, or exclusively, with the present greatness of the city and its greater future prospects. All the principal manufacturing concerns, business men, public and charitable institutions, wholesale


Berrien County Journal

EAU CLAIRE BERRIEN CO., MICHIGAN, THURSDAY, JUNE 15 1911 No. 31

NEARBY HAPPENINGS OF THE PAST WEEK

MICHIGAN CROP REPORT FOR MONTH OF MAY

RUSSIAN CUE

NOTICE TO OWNERS TO DESTROY WEEDS

EAU CLAIRE'S UPTODATE MOVING PICTURE SHOW

THE YOUNG PEOPLE OF THE SIXTIES AGAIN

OFFICER ATTACHED HOUSEHOLD GOODS

No. 1

houses, fine residences, etc., came in for mention, according to the importance of each, and all was enhanced in interest and perspicuousness by being profusely illustrated. All mechanical work in this special was well done, especially the work of the pressman. Halftones show up in each page with admirable clearness.

A nice front page idea is exemplified in the accompanying reproduction of the upper portion of the first page of the Berrien County (Eau Claire, Michigan) Journal (Exhibit 1.) Having the inverted pyramid sub-heads set in caps, however, is a practice I would not endorse.

The Daily (Dalton, Georgia) Argus, turns out some very neat front pages, one of which I am showing herewith as Exhibit No. 2, but the

The Daily Argus.

MANY PEOPLE WITNESS EARLY MORNING BLAZE

ATTACK IS MADE ON A SENATOR

MORE FUNDS FOR GREAT WHITE WAY

CAPTAIN J. W. WALKER HAS PASSED TO GREAT BEYOND

TAFT SAID TO BE EMBARRASSED

BARACA-SCOUT GAME TODAY AT 4

SMALL FIRE DAMAGE AT DALTON BUGGY CO.

A COMPLIMENT TO MISS ALMA GLENN

WANT BIG DAY ON OCTOBER 9TH

MISS HATTIE THOMAS IS HIGHLY HONORED

SUMMER SCHOOL TO OPEN ON MONDAY

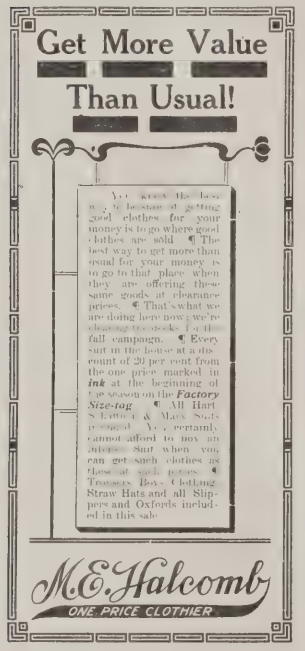
FIRE DEPARTMENT DOES GOOD WORK

No 2

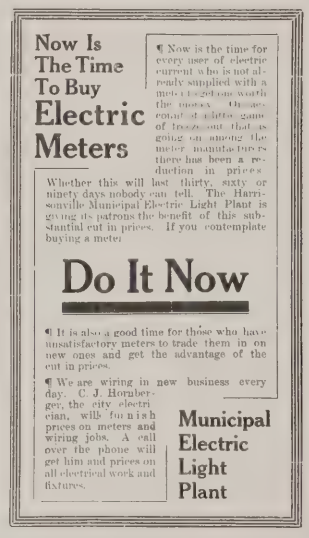
heads, in the main, are such as might provoke caustic mention. There seems to be little attention paid as to the relative length of lines in the "stair-steps," and a similar lack of regard to the number of lines in the subheads. The head-writer should overcome this

fault. He should carefully determine the number of words the letter used will nicely admit in a line of the desired length, and stick tenaciously to that number as circumstances permit. And the same care should be exercised in writing the subs, which is a considerably easier matter. Aside from this glaring error, the Argus' front page is all right, the make-up man preserving the balance therein in an admirably perfect way.

A mighty fine, bright publication is the Cass County Democrat, of Harrisonville, Mo. It is an all-home-printed sheet, with twelve six-column pages, every one of which is filled, more or less, with the best sort of stuff with which a country newspaper can furnish its readers. The heads over the news stories are in Gothic—and nothing larger than a pica condensed. The body



No. 3



No. 4

is of a ten point Roman, set solid. Advertisement composition is a combination of simplicity and fanciness, and wholly approvable. The print is clean, even and readable. The front page contains the headed stories above alluded to—and one displayed ad, which, in the issue at hand, occupies a position at the bottom of the two central columns, where it does not materially conflict with the page's general attractiveness. Every other column on this page is sensibly opened with a headed article. Page 2 is given up to editorial comment — and some pretty spirited, sprightly stuff it holds. The editor is equally able in forming opinions and courageous in expressing them through a diction that is enviable in its complete perfection and with an entertaining tenor of wit and culture. Other pages are devoted to the promulgation of local and personal mention and news letters from surrounding towns and communities. Withal, in point of contents, this is doubtless one of the most perfect weeklies that I expect to meet

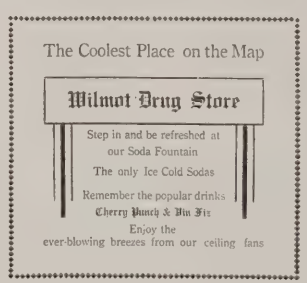
We Feel
Sure
of our ability to handle your banking business to your satisfaction. We shall be glad to have a share of your business.
Allen Banking Co.
ESTABLISHED 1888

No. 5

with this month. A trio of the attractive ads in the columns of this sheet are being shown herewith as Exhibits 3, 4 and 5.

The Daily Reporter of White Plains, N. Y., belongs to the ordinary type of small daily papers. It has a fair news-service, but can't keep its front page free from displayed advertising matter, nor make up any of its pages with any degree of correctness. It is a seven-column folio and bears a fairly good print. Advertisement composition is better than that of many publications of the same class. It lacks an editorial department.

The Agitator is the title of a seven-column folio hailing from Wilmot, Wisconsin. I at once admit the inconvenience of keeping the front page of a folio heavily patronized by advertisers clear of displayed matter, so will pass that feature without objection. The print is remarkably clean and legible, though a shade too light in color. Some double-deck heads are employed over news stories, and I have been struck with admiration by the perfect way in which nearly all of these have been worded so as to exactly eke out the lines. With but two pages (and


The Coolest Place on the Map
Wilmot Drug Store
Step in and be refreshed at our Soda Fountain
The only Ice Cold Sodas
Remember the popular drinks
Cherry Punch & Bin Fit
Enjoy the ever-blowing breezes from our ceiling fans

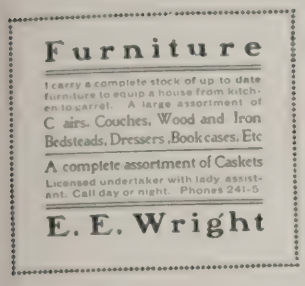
No. 6

Hats and Caps for Men
and Boys. Neckwear, Collars, Dress Shirts, Suspenders, Trousers, etc., at
"THE TOGGERY"
Swenson's Sons, Props.

No. 7

these pretty well filled up with advertising matter) the Agitator cannot promulgate very much agitation, but such as it has, of local manufacture, is good. It seems regretable, however, that, considering the few columns open for reading matter, that two columns of plate should

have been used. Most of the advertisement composition is done in a very artistic fashion, as the accompanying reproductions will substantiate. Exhibits 6, 7, 8 and 9. These exam-

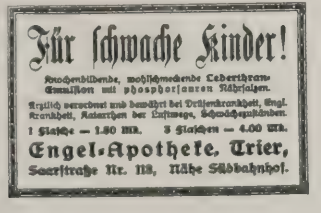

Furniture
I carry a complete stock of up to date furniture to equip a house from kitchen to parrel. A large assortment of
C airs, Couches, Wood and Iron Bedsteads, Dressers, Bookcases, Etc
A complete assortment of Caskets
Licensed undertaker with lady assistant. Call day or night. Phones 241-5
E. E. Wright

No. 8

No. 9

ples, if set by the same hand, show an unusual versatility and a fine sense of the appropriate, as evinced in the general adaption of the whole of each design to the style of type employed.

I am in receipt of a German paper—Obermosel-Zeitung—which, inasmuch as my German education extends only to that line in the primer which says, "Der esel ist grau," (and I'm not sure that I have that spelled just right) I have groped in the dark, as it were, while scanning its pages. I can't even find out from where the thing emanates—but judging from evidences on the wrapper, it comes from somewhere across


Für schwache Kinder!
Knochenbildende, wohlschmeckende Lebertran-Emulsion mit phosphorsauren Nährsalzen.
Ärztlich verordnet und bewährt bei Drüsenkrankheit, Engl. Krankheit, Katarrhen der Luftwege, Schwächezuständen.
1 Flasche — 1.80 Mk. 3 Flaschen — 4.00 Mk.
Engel-Apotheke, Trier,
Saarstraße Nr. 118, Nähe Südbahnhof.

No. 10

the water, where German is more readily read and more fluently spoken than in my offce. The sheet is illustrated, and quite as replete with displayed advertisements as any American paper. The columns are set about twenty ems, and there are five of them per page. Some of the advertising columns, however, are cut in two, or divided so as to form two narrow columns. Some of the ad specimens rival American ads for beauty of typography, as I hope to prove by the accompanying reproduction, Exhibit 10.

Kensett, Iowa, July 27, 1911.

O. Byron Copper.

Dear Sir:—In separate wrapper find copy of this week's News containing page ad which please criticise. Double rules have been cut out and 1-point substituted. If copy had been furnished all at once better arranging could have been done.

Yours, etc.,
H. H. HALLETT.

This page advertisement from the Kensett News is full of meritorious points, foremost among which is the arrangement or lay-out. The display is correct, too, and it is only in respect to details that fault may be found. The employment of the one-point rule is admirably right, and in general the adequate white margins in evidence make a commendable feature. In making anything with movable types, the most important consideration is not so much

No. 11

what to put in as what to leave out. This is what is known in technique, I suppose, as the art of elimination. Elimination is just as imperative in a small ad, of course, as in a larger one, but as in page spaces the object considered is necessarily so much larger, the chance of missing something in the cutting out process naturally becomes larger also. But, the fault of superfluity is not especially conspicuous in this specimen. Only a few instances in point can be cited: In the first place, suppose the rule running entirely across the space, as a dividing line between the date of sale and the introductory matter, extended only to the corner of each cut, the effect would have been better — thereby giving opportunity to eliminate and simultaneously correct the error in detail as evidenced in the inadequate white margin between said rule and the first line of the introduction. Since the context of displayed lines and introduction is so clearly evident, the reasonableness in the suggested removal of this rule is plain.

Of course, if this rule were expunged, as suggested, then the two first cuts would have been entirely bordered, as well on the outside as on the inside. Next, it would have been better taste to have similarly eradicated the full-measure rule appearing just above the two central cuts. The division line between these two cuts should also have been omitted. Then the two columns of matter at either side should be wholly empaneled. And then, by closing up the ends, a complete panel could, and should, have been made of the matter following these panels and preceding the signature—cut up, most assuredly, into the various measures, and each separated with rules, just as it now is. With these few minor changes, this ad (Exhibit 11) would become a cracker-jack.

Centralia, Wash., July 20, 1911.

O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—Some time has passed since I favored your department with specimens from the Centralia Daily Chronicle, but now that I have found time, will send you a few ad samples with this mail under separate cover, and will kindly ask you to criticise them, if they be worthy of your consideration.

STOCK REDUCING SALE

THOUSANDS OF DOLLARS WORTH OF NEW SPRING MERCHANDISE

SACRIFICED

Great reductions all over the store. The stock must be reduced as quick as possible. Suits, Skirts, Silk Dresses, Millinery, Dress Goods, Domestics, Notions, Hosiery, Ribbons, Men's Goods, Embroidery, Towels, Boy's Suits, Shoes, Suit Cases, Laces, Children's Dresses, House Dresses and Muslin Underwear. Prices Absolutely Cut to Pieces. Attend This Sale

THE GREAT STOCK REDUCING SALE

Is now on and you must come to the store to realize the GREAT BARGAINS offered. Note every item. Read them carefully

NEW YORK DEPARTMENT STORE

"The Store That Serves You Best" Opp. City Hall, Centralia, Washington

No. 12

Although always busy, we find time now and then to glance over the interesting pages of the N. P.-J., and by so doing we gain much knowledge that's worth while.

Thanking you very kindly, I remain,

Yours very truly, O. E. KENNEDY.

In the strained, but popular, sense of the term, these ad specimens from Brother Kennedy cannot be criticised, but since the strict sense of the word means to examine and pass judgment upon a thing, I am only too glad to comply with the request. Brother Kennedy's

ANNUAL APRIL SALE

The Whole Southwest Populace Joins in This Great Saving Event

Prudent people realize the importance of saving for future needs at this time—Dropping pennies into a bank is one way of saving money, but far sighted folks who save dollars, never overlook an opportunity to save in the expenditures for the necessities of life and home comforts. Thrifty people will look to their needs now, and so build up their bank account. Unlimited opportunities are promised during this April Sale.

Try and be among the busy shoppers at this store during this GREAT APRIL SALE. Your bank account in the long run will show a saving of 25c to 50c and in many instances a great big dollar—for Gen-Hat Price Items are instruments. The amount who buys a suit or coat now will save the dollars.

HOW ABOUT THE New Spring Suit?

ATTRACTIVE SPRING SUITS AT Economy Prices

HOW ABOUT YOUR New Spring Hat?

ATTRACTIVE EASTER MILLINERY AT Economy Prices

Prices Are $3.48, $4.95, $6.50 and Up

Come and See, That's it, Come and See

Closing Out the Men's Wearables

NEW YORK DEPARTMENT STORE

The Store That Serves You Best — Opposite City Hall, Centralia, Washington

No. 13

ads, which I am showing as Exhibits 12, 13, 14, 15 and 16 (all full-page specimens) are just about as I should have set them myself. The

JANUARY CLEARANCE SALE

Beginning Saturday, January 14th and Ending Saturday, January 28th

THIS is a splendid opportunity for all buyers of High Class Merchandise to supply their future as well as their present needs at prices that mean an exceptional saving to the purse. Each will share in the big price reductions goods in some departments receiving a slashing

Discount of 50 Per Cent

This is not a sale of a few odds and ends, and Shelf-worn goods, as you sometimes see in these days of exaggerated advertising and misrepresentation but a sale of Thousands of Dollars Worth of Clean Dependable Merchandise. Every item in this page spells E-C-O-N-O-M-Y in unmistakable letters.

This January Clearance Sale Begins Saturday, January 14th and Ends Saturday, January 28th

Blankets, Comforts and Quilts

ALL SILK RIBBONS Reduced One-Fourth

TELEPHONE 244 J — AULDRIDGE'S — 109 N. Tower Ave.

No. 14

only fault that one might detect in them is that one series of type is seldom, if ever, adhered to: but I dare say that is the fault of the office equip-

L. PROFFITT & COMPANY'S

Semi-Annual Clearance Sale

Saturday, July 8th to Monday, July 24th

Compelling Prices on Seasonable Merchandise

PRICE EXPLOSION

COME TO OUR STORE NOW

Remember 14 Days

Remember 14 Days

and our low prices, combined with our high quality merchandise, will absolutely "compel" you to buy. We do not make a "barrah" all the year 'round, so 'n bein we come out and say that our prices will "compell" you to buy you may know that we speak the truth.

Not One Item Reserved--Everything Sold at Clearance Prices

Here Are Some of Our "Compelling" Prices That Will Save You Money

Don't Forget the Date Saturday, July 8th to Monday, July 24th

The Place 111 Cor Tower Avenue and Magnolia St.

L. PROFFITT & CO.

CENTRALIA, WASHINGTON

Beat for 25 Years

Remember Every Article in our store is reduced in price during our Clearance Sale

Our Clearance Sale will close Monday Eve. July 24th

No. 15

ment rather than of the judgment or inclination of the compositor. In spite of the variety of faces used, the results are exceptionally good,

SUMMER SUITS

All Summer Goods Must Go

REGARDLESS OF COST

Prices that were Admittedly the lowest in Centralia, now still further reduced to satisfy our demands for big results in this

Great Stock Reducing Sale

Personal Investigation as all that is necessary to prove beyond the shadow of a doubt that the values offered are powerful arguments as to why you should

Millinery

Belts

5 Cents

Children's Wash Dresses

Embroideries

Silk Waists

SHOES

REMNANTS

AT LESS

15c Linon Crash 10c

35c Kimonas For 17c

25c Curtain Rods 15c

Sateen Petticoats

BURSON

LACES

PARISIANA CORSETS

New York Department Store

"The Store That Serves You Best" - 305 Tower Ave. - Opp. City Hall - Centralia, Washington

No. 16

excellent taste being exercised at least in the selection of combinations. Compositor Kennedy is a master at display, layout, massing, and every essential in up-to-date advertisement composition. A close study of these specimens from him is one of the finest lessons in the art that I could suggest.

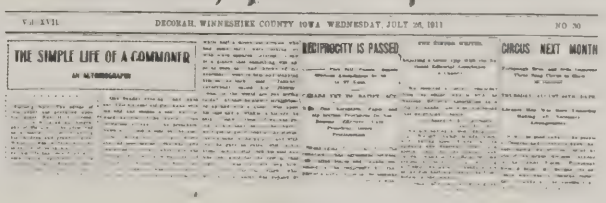
Once again that dear old friend, Fred F. Flatt, whose constancy rivals that of Penelope of old, has been heard from. This time his welcome message is scribbled on a souvenir post-card from Decorah, Iowa, and runs as follows:

July 30, 1911.

My Dear Mr. Copper:—What have you been thinking of the copies of the Public Opinion I have been sending you? I am setting the ads in that paper. Any criticism or suggestion will be appreciated. Yours truly,

FRED F. FLATT.

Whatever I have to say about Brother Flatt's work, he's a gentleman, himself, as repeatedly proven by his faithful adherence to this department of the National Printer-Journalist, despite many an adverse criticism for one thing and another extended him in the past. I have been thinking, Brother Flatt, some very pleasant thoughts about the Public Opinion (Decorah, Iowa). It is a nice, clean, newsy paper, with


Decorah Public Opinion.

Vol. XVII. DECORAH, WINNESHIEK COUNTY IOWA WEDNESDAY, JULY 26, 1911 NO. 30

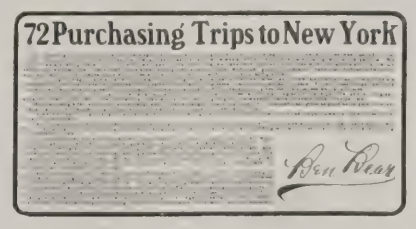
THE SIMPLE LIFE OF A COMMUNIST

RECIPROCITY IS PASSED

CIRCUS NEXT MONTH

No. 17

a front page, of which a reproduction of that of almost any issue is worthy of reproduction in these columns. It is delightfully clean, but as an economy on engravers' bills and space, I will show but a strip cut from the top. (Exhibit 17.) The Public Opinion is a six-column all-home-

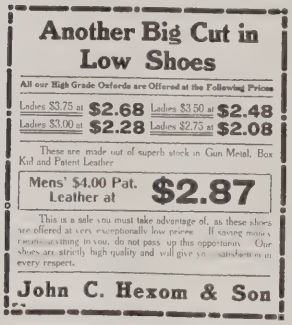

72 Purchasing Trips to New York

Ben Bear

No. 18

printed quarto, crammed full of an abundance of first-class stuff. I have never seen a weekly paper more replete with headed local items, everyone of them worthy of the head. All straight matter is evidently linotyped, and, while this sheet is far superior in mechanical and literary features to the ordinary weekly

made out of "pick-up" from the daily editions, it looks nevertheless like it might be such a publication. The make-up is very creditable and press-work beyond adverse notice. As to Brother Flatt's individual work—the setting of the ads—in most instances he is giving his employer excellent service. The first example (Exhibit 18) is a remarkably neat piece of work, showing particularly the advantage of simplicity of de-


Another Big Cut in Low Shoes
All our High Grade Oxfords are Offered at the Following Prices
Ladies $3.75 at $2.68 Ladies $3.50 at $2.48
Ladies $3.00 at $2.28 Ladies $2.75 at $2.08
These are made out of superb stock in Gun Metal, Box Kid and Patent Leather
Mens' $4.00 Pat. Leather at $2.87
This is a sale you must take advantage of, as these shoes are offered at very exceptionally low prices. If saving money means anything to you, do not pass up this opportunity. Our Shoes are strictly high quality and will give you satisfaction in every respect.
John C. Hexom & Son

No. 19

July Bargains
AT OUR STORE
Suits and Furnishings are being sold for less than actual cost—in fact cost nor profit is taken into consideration. All our Summer Goods must be disposed of now. Come and save money.
BEN BEAR

No. 19a

sign and display. No more forceful advertising can be produced than that exemplified in this fine sample. Barring the border (which Brother Flatt did not make nor buy) the next specimen (Exhibit 19) is very creditable, also, although somewhat heavily loaded with rules. The succeeding specimen (Exhibit 19a) is a better one, again illustrating a fine grasp of the beauty of simplicity. Just a lead less space between the double lines of border used to cut off the head and tail from the body of this example would have bettered things.

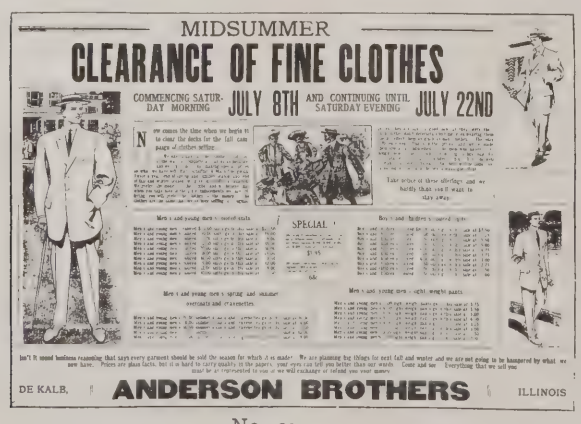
De Kalb, Ill., July 31, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Am sending you under separate cover a two-page ad that was run in the Review a few weeks ago. Would like your criticism on same in National Printer-Journalist. Very truly yours,

H. HEISTERBERG.

This double page ad (Exhibit 20) is an extremely creditable specimen. If readers can find


MIDSUMMER
CLEARANCE OF FINE CLOTHES
COMMENCING SATURDAY MORNING JULY 8TH AND CONTINUING UNTIL SATURDAY EVENING JULY 22ND
SPECIAL
DE KALB, ANDERSON BROTHERS ILLINOIS

No. 20

serious fault with it, they're more fastidious than I. It depicts not only skill in treatment, but an especially complete equipment for the accomplishment of such gigantic work. Some underscoring of head-lines might preferably be eliminated, but throughout the mechanical execution has been wrought with intelligence. The similarity of faces throughout, a feature so frequently impossible in these expanded spaces, is exquisite. Some advertising experts admonish us to keep rules from around cuts, but, except in some cases, I think the effect of the illustration inside a panel, as in evidence in this specimen, is highly pleasing. It acts to the cut the same as a frame does to the picture on the wall.

"Not having contributed to your department for some time, I am sending you under separate cover some ad specimens for your criticism," is the brief, but adequate, way in which Brother

No. 21

T. E. West of the Coon Rapids, Iowa, Enterprise, introduces a big budget of advertisement specimens in which there is copious merit. From the bunch I have selected four (Exhibits 21, 22, 23 and 24) for reproduction herewith. Two of these are full-page specimens, the others smaller. Everyone of these ads are highly praiseworthy. The most remarkable, and likewise the most pleasing, feature of Brother West's work is the high degree of simplicity attained and maintained. Alongside of this is the ability to avoid monotony—an effect so easily fallen into, as into a pitfall at night, for the novice who ven-

tures into simple spheres. Brother West shows extraordinary courage in his elimination of everything that is not strictly necessary, in

Speicher & Raugh's

January Clearance Sale Starts Saturday the 8th

and will not end until the following Goods are sold

Buy For Less Now! A Sweep of Downward Prices

Saturday that Offers the Greatest Economy

'Ladies' Suits and Coats at Less Than Wholesale Prices---They must go

Men's Furnishing Reduced

Children's Coats 1-4 to 1-2 off

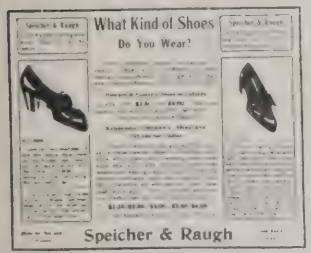
Special Clearance Sale

Torchon Lace Bargains

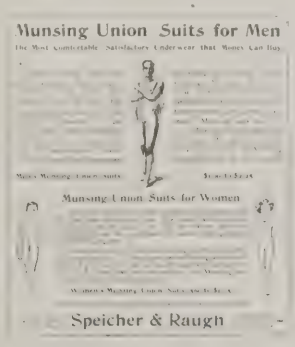
Coon Rapids. Speicher & Raugh Coon Rapids.

No. 22

which he includes column rules and frames for illustrations. The way he keeps away from irksome sameness is by sprinkling through his



No. 23



No. 24

work the spice of an empaneled mass now and then, with a very gratifying relief.

Shamokin, Pa., July 16, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover I send you copies of our last two issues for criticism of the first page make-up. Last October you gave us some favorable comment, and I would like to hear from you again. If you reproduce either, or both, send us cuts and bill for same. My stone assistant is laid up with typhoid fever, which lets that work entirely devolve upon me. One hour's time, I am quite positive, is all that I ever give to the front page, never starting on it until 2 P. M., and must make it and page 5 up and get them on press at 3:30, or we would miss our mails. Last year you prophesied an increase in subscription list for us, and you can see by the enclosed sworn monthly statement that we are growing.

We have just about decided that a flat rate for advertising is the only just one for advertiser and publisher, and I wish you to give an estimate. If you were the publisher of this paper (you see what the circulation is) what would be the lowest flat rate per inch for space that you would care to accept? 5c per inch seems to be the recognized rate for composition. Our weekly payroll for the paper is $180.00. I mention the latter, as you might want to use it in figuring the rate.

Yours respectfully, I. E. AUCKER.

The two front pages of the Shamokin Daily News, as illustrated in Exhibits 25 and 26, furnish an interesting study for daily paper make-ups. There's class to the balance achieved in each, and, that person who gets his news merely

SHAMOKIN DAILY NEWS

VOL. XVIII—NO. 282 SHAMOKIN, PA., SATURDAY, JULY 15, 1911

HAIL STORM CAUSED DAMAGE AT MT. CARMEL AND KULPMONT

FATHER AND SON ARE IN HOSPITALS

DR. REESE SAID TO BE CHOICE FOR HEAD OF NEW HOSPITAL

SHOOTING AFFRAY AT CENTRALIA WILL IN ALL PROBABILITY RESULT IN MURDER

LIGHTNING STRUCK A HOME; WOMEN HAD A CLOSE CALL

YOUNG BOYS DAMAGED THE PROPERTY OF LOCAL FIRM

SHAMOKIN LUMBER COMPANY AWARDED HOSPITAL WORK

THREE YOUNG COUPLES MARRIED IN RUTHENIAN CATHOLIC CHURCH

STATE CONVENTION OF ODD FELLOWS TO READING INSTEAD OF TO HARRISBURG

SUSPECTED WRECKER IS WEAK MINDED MAY BE GUILTY ONE

LOCAL FACTORIES WILL HAVE TO PREPARE FOR FIRE DRILLS

No. 25

by scanning the headlines, will get a good deal of reading out of the first page of this progressive daily. It is easily seen that my good friend, Foreman Aucker, is a crank on detail, and so nothing goes slip-shod where he is concerned. Still, as proven by his own statement, it doesn't take more time to do work well than to do it badly, provided the workman knows how to do it in the former way. As to the question of advertising rates, Brother Aucker is getting me into a tight place. Here is a topic upon which columns have been written, upon which hun-

dreds of wiser heads than mine have dwelt with deep and cogent cogitation, and hundreds of newspaper-makers and large advertising space users have argued and talked and parried about for hours, days, years, and yet in spite of all this exhaustion of gray matter, no standard has yet been reached that will apply to all cases and all conditions. It is true, as my correspondent admits, that the cost of advertisement composition, on an average, has been established at 5c the inch; hence, 10c the inch is accepted by hundreds of weekly newspaper publishers as their

SHAMOKIN DAILY NEWS

3,694

VOL. XVIII, NO. 182 SHAMOKIN, PA., FRIDAY, JULY 14, 1911

NECK BROKEN IN FALL FROM A CHERRY TREE

Limb Broke as Young Man Was Picking Cherries Fell Twenty Feet Landing on His Head. In Very Critical Condition

BIG DISPLAY OF CHOICE FIREWORKS

WIFE OF PENNSY CONDUCTOR DIED

PAY DAY BOOMED LOCAL BUSINESS

HOTEL KEEPER THE VICTIM OF THIEF

Unknown Man Entered Mike Rebar's Home Last Evening and Stole Purse Containing Over $250. Robbery Took Place in a Twinkling

PENNSYLVANIA RAILROAD COMPANY LEADS ATTACK ON THE NEW FULL CREW LAW

NEW HORSE AND WAGON FOR ADAMS COMPANY

2,000 WELSHMEN WILL GATHER AT MAYSVILLE PARK FRIDAY

ELECTRIC LAMP MAY SUCCEED THE OIL BURNER OF PRESENT

EXCELLENT ORDER AT PLAYGROUNDS

BOYS INJURED BY EXPLODING CAP

BLOOMSBURG MAN IS REAPPOINTED

TOBACCO MAY BAR TEACHERS UNDER NEW SCHOOL CODE

W. C. T. U. HELD INTERESTING SESSION IN PRESBYTERIAN CHURCH

RESIDENTS OF PRETTY VILLAGE FEAR UNCLE SAM MAY CLOSE POSTOFFICE

SUDDEN DEATH OF AMOS VASTINE

POLICE MADE A RAID ON TRAMPS

MANY BRAKEMEN WILL BE NEEDED

FAMOUS CORNETIST HAS BREAKDOWN

ENGINEER LYNN'S TRAIN KILLED MAN

MILTON BUSINESS MEN LOSE APPEAL

MARRIAGE LICENSES ISSUED THIS WEEK

MAD DOG SCARE ON KASE STREET

2nd ACCIDENT AT GARFIELD GROUNDS

SCOUTS ACTIVITIES REACH MILLIONS

U. S. WORKERS TO SPEAR AT SUNBURY

FOUR SUNBURY CLERKS ARE HELD ON SERIOUS CHARGE

PENNSY COPS GUARDING TRACKS ALONG THE RIVER

No. 26

maximum rate for space, allowing them, as is readily seen, a profit margin of fifty per cent, which is ample. In general, it is claimed that advertising space in newspapers is worth per agate line about half a cent for each thousand circulation. As there are fourteen agate lines to the inch, based on this standard, the correct rate for a newspaper with a circulation of 1,000 copies is seven cents—hardly enough, I should think. However, in the case of a daily paper, where the frequency of issue is greater, and the circulation usually far in excess of a thousand, that is, for the smaller class of dailies, understand me, this might be a fair basis from which to work: Take, for instance, the Shamokin Daily News, with its circulation of 3,694 copies per day: The proper rate would be about 25c the inch per insertion. But Pennsylvania is a good deal further east than I have ever circulated, myself; and I have found in my western travels that the price of advertising space in general, like the price of a great many other good things, increases as one advances toward the great range of Rockies. In view of this confession it is plain that I am not stocked with information sufficient for me to frankly answer Brother Aucker's query as to what rate I should be willing to accept, if I were the publisher of the Shamokin News. However, in my judgment, a flat rate—that is, a rate to everyone, irrespective of time or extent—of 20c the inch would not be exorbitant nor prohibitive to the News' customers. A sliding scale, though, I believe, more generally acceded as nearer just, is more difficult to establish with justice; but, as my correspondent has not suggested it, I shall not enter into a further discussion of that phase of the question.

Richfield, Utah, July 15, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Having read a number of your criticisms on Newspapers, I thought I should like to get a "line" on the Richfield Reaper, of which publication I am make-up and ad-man. Kindly give me your criticism on the make-up, general arrangement, ads, and literary quality, with any suggestions for improvement that you can offer. I am somewhat handicapped in ad type, both in regard to quality and quantity, and do not lay much stress on the ad-work. Sample copy is sent under separate cover.

Yours fraternally, H. L. GIFFORD.

The finest feature by far about the Richfield Reaper is the mechanical make-up of the first page. The upper half of this, too, is by far better than the lower half—and out of courtesy to the maker, I am reproducing only the former. (Exhibit 27.) In point of news service, this front page is also excellent. The topics are exclusively local, and, in the main, each has been

SEMI-WEEKLY

The Richfield Reaper

RICHFIELD, UTAH, TUESDAY, JULY 4, 1911

THIS IS THE ONE DAY ABOVE ALL OTHERS THAT SHOULD INSPIRE OUR PATRIOTISM

YOUNG GARDNER PLEADS NOT GUILTY

BIG RACE MEET AT FAIR GROUNDS

HERE IS HOW RICHFIELD PROPOSES TO OBSERVE THE GLORIOUS FOURTH

A. J. FINALSON INJURED BY FALL

CONSOLIDATION IS DEFERRED

BIG PARADE. PROGRAM AT THE TABERNACLE WILD WEST SHOW AT FAIR GROUNDS IN THE AFTERNOON

No. 27

handled well editorially. The editorial department, proper, is somewhat limited as to original matter, consisting chiefly of extracts from exchanges, although that which is the product of the local editor is sharp and sprightly. I have seen a lot worse advertisement composition than that which Brother Gifford is putting up on this sheet, although, as he intimates himself, it is not first class. The Reaper is a six-column folio, all home-print, and secures a fairly readable impression.

Congressman Ashbrook on the Burning of the Old Home

After some forty years of experience and observation as an editor, the conviction grows that feeling, or a deep, human sympathy or sentimentality, has as much, if not more, to do with the success of an editor or an editorial writer than has any other one element of mind and heart. It is the one touch of nature that makes the wholeworld kin. Feeling or emotion awakens and stimulates the mind and leads to worthy effort. These thoughts were awakened, and these convictions were brought to mind, upon receiving from our home, while in New York City recently, a clipping from the Johnstown, Ohio, *Independent*, which contained a communication by Congressman William Ashbrook from Washington City, to his home paper. The communication was headed: "The Sentimental Side of a Fire." Mr. Ashbrook gives full expression to his feelings and recollections after receiving news of the burning of the old house erected for his grandfather ninety years ago. He narrated, in a most intimate manner, the incidents and traditions connected with founding of the old home and of the family history, that shows how Mr. Ashbrook considers the readers of his paper as his personal friends with whom he maintains closest touch as though they were kinsmen or members of his own family. His grandfather had removed from Hampshire County, Va., to Licking County, Ohio, and bought land for a home.

"The woodman's ax had not yet disturbed the virgin forest. Monster oaks and walnuts, beech and cherry, elm and hickory stood as closely together and as deeply rooted as a generous nature would permit. He made a dicker with a young man—that if he would clear a patch near the spring, hew the logs and erect a two-story cabin, that when he returned the next spring he would give him a good horse. It was trade in those days of chattels, not money considerations. The man then rode back to his home in the county below and informed his waiting wife and ten children. He spent the ensuing year as he did sixty-five of the ninety-six years of his life in itinerating in southern Ohio, Kentucky and Virginia, preaching the gospel of the Primitive, or old School Baptist faith, warning the sinners of the fearful fate that awaited them if they did not repent and serve a just but merciful God who was slow to anger but direful in meting out punishment to all except the few who walked with Him.

"When the next springtime came the good Elder loaded his belongings and family into two wagons and journey to his new home. It was a pretentious home for those days, and soon became and ever remained the hospitable and welcome resort for all about as well as for the passer-by, especially those of close communion convictions. The following February a son was born and two years later a daughter. The family then numbered fourteen and there was plenty of room for all. No stranger seeking lodging or nourishment was ever turned away. Today there would absolutely be no place for the stranger in a house of this size withh one-fourth the occupants, but all things have changed.

"There were then no churches, but this large two-story log house, not only housed and sheltered a large family, but afforded ample accommodations for regular religious services. It was the first public place of worship in the community."

"And so today, as I write these lines in the Capital of our great Nation this beautiful Sabbath morning, I know that back home—and after all that is the dearest spot on earth to all of us the only physical evidence of what was very dear to a few at least, is a heap of ashes, and a foundation stone here and there. The writer, of the third generation, who is now the proud possessor of the old place, had less than one month ago completed arrangements to restore and rebuild both house and barn, hoping that for a century more they might serve as reminders of the days of long ago. He looked forward to this task with more pleasurable anticipation than a trip to a sea-side resort. There still remains, and that only, memories that only the leveler of all can take away or efface."

We have given only brief extracts but enough to revive many sacred memories in the minds of editors whose parents or grandparents have been pioneers in different parts of this great land of the West. The extracts give good example of that intimate, narrative, human interest style of editorial writing—clear, intimate, sympathetic, abounding in human interest, and moral reflections—that is ever to be commended and is always grateful to readers of home newspapers.

ADVERTISING YOUR BUSINESS.

From month to month, and year to year, in articles in editorials and especially in the department of "More Work Through Publicity," the National Printer-Journalist has urged the necessity of, and pointed the way to the advertising the newspaper and job printing business by publishers and printers. We have had occasion to rejoice over the fact that our sowings of the germinating seeds of effective publicity have fallen into the fertile soil afforded by the open, active minds of the members of these callings who should be exemplars and leaders as to advertising, which it is their mission to promote and to afford. However, it has never been possible to sow better seed thoughts for a promising and fruitful harvest, than the following extracts from an address by Fred W. Colvin, of Correctionville, Iowa, News, before the recent joint meeting of the Upper Des Moines and Corn Belt Editorial Associations:—

"There was once a modest old person, said to be wise, of the name of Solomon, who wrote:

"'Let another praise thee and not thine own tongue.'

"He was right. But had there been newspapers in those days he would have added, 'But if an editor believeth with all his heart that he has the best newspaper in the country and a job department capable of handling any class of work, let him not refrain from arranging his own type to spell out such a conviction.'

Quality as an Advertiser.

"Solomon would have been right again, but if he had stopped there he would have left unsaid what, to my mind, is the most important factor in advertising our own business. A little brag, so long as it is truthful, has value, but the greatest advertisement is something which your paper contains, but which is invisible in itself. Let me designate it as quality. I do not mean the texture of the paper alone, but a combination of that good news-gathering, clear and crisp copywriting, energy and information in editorial effort, careful proofreading, plan in make-up, painstaking, presswork and perpetual hustle to get the sheet out on time. Do it each week and do not slight the task because business is bad and the prospect for any profit from this issue very gloomy."

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

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CHICAGO, OCTOBER, 1911

When the leaders, the most experienced, intelligent, best equipped, progressive and successful members of worthy callings, meet in national conventions, and present ably, carefully and conscientiously prepared papers, and enter into earnest discussions in which mind meets mind, eliciting new truth and thought, it is well for all other members of the callings represented, to take notice and avail themselves of all the new ideas brought out, and of the matured, practical wisdom gathered and proclaimed.

Three national conventions have been held during the past three months, at an aggregate cost of many thousands of dollars, that have had in view the advancing of the interests and permanent prosperity of advertisers, newspaper-makers and employing printers. We should have considered ourself derelict to the highest welfare of our subscribers and readers had we not given very large space to and full accounts of these assemblies of the masters in the avocations which the National Printer-Journalist represents and serves. The lessons that have freely been given, that cost the individual attendants of these conventions hundreds of dollars—our own personal expense having been over $250.00—we have been able to give to our subscribers at an expense, to each, of only a fourth of a year's subscription, or fifty cents. We hope that no patron of this paper has or will neglect to read, study and avail himself of, in every way by putting into practice, all the knowledge brought forth in these accounts of the three conventions. The men, who have given so much of study, time and money, thought and effort for the improvement and making more worthy, profitable and successful these useful callings, deserve high consideration instead of neglect, and every man owes it to himself, his business, his employes, his patrons and his own family, and his fellow members in these callings, to put forth the comparatively little time and application, thought and study and planning, necessary to avail himself of the knowledge and to make him a successful, useful, honored member of his calling. It is possible that we might have given greater variety and more entertaining and personally gratifying matter, but we do not know how we could, otherwise, have afforded so much that is of intrinsic, practical value, if the requisite patient consideration and study; the understanding and practical application of all this knowledge—the patiently developed facts—can be secured.

* * *

To any newspaper publisher or employing printer who will carefully study and honestly apply the knowledge contained in this and the previous two issues of the National Printer-Journalist, and then will say that he has not received benefits to the value of more than a hundred dollars, we will gladly send him this paper for a whole year free of charge, every issue of which will prove worth more than a year's subscription price to any man of brains, application and industry.

* * *

Refined, honorable, broad-minded men are always considerate of the rights and feelings of others. The sure badge of refinement and nobleness is courtesy. The manifestation of vain pride, narrowness, selfishness, boorishness is the cause of most of the misunderstandings, and destructive industrial and business warfares among men. Courtesy builds up goodwill between employers and employes, between craftsmen and customers, and is an absolute necessity to newspaper editors, publishers and reporters, as well as to conductors of printing offices. Considerateness or courtesy of members is essential to all permanent associations or organizations that are not ruled by force.

* * *

Two National Associations of employing printers seem now inevitable as the result of the conventions at Denver. Possibly it might have been different with a little more of the spirit of considerateness and courtesy. Two conventions had been scheduled to meet in the same hall, the U. T. A. on Monday, Tuesday and Wednesday, and the Cost Congress the remainder of the week. The delegates of all organizations were present with the undedstanding that the conventions had met at the same time and place to co-operate in forming one international organization. A joint committee of nine, five from the Typothetæ, were appointed, supposedly to report to a joint meeting. The U. T. A. finished up its program Wednesday and adjourned until 3 P. M., Friday. The Cost Congress entered upon its program Thursday and occupied the hall one day. Friday morning the U. T. A. assembled in the hall and held the same—meeting in executive sessions—until 6 o'clock, Friday evening. There might have been an excuse for this but those who were not members of Typothetaæ and those who were on the program of the Cost Congress for papers or addresses, were shut out and were compelled to wander around like a lot of goats or sheep without a shepherd, until a small room was obtained Friday afternoon, and a half dozen prepared papers were hurried through before a third of the membership who had been gathered into the small hall from the corridors of the hotel. This unfortunate condition could have been avoided had all the delegates from the different organizations met in joint session, heard and discussed the joint constitution and by-laws that had been prepared by the joint committee representing all the different organizations, and then, if found desirable, separated into the different meetings of the organizations represented. The report of the committee certainly ought to have been considered by the representatives of all the associations, so that all would have had an equal opportunity to present, consider and discuss any desired amendments and come to a joint ununderstanding. It was certainly not the provinve of any

one of the three organizations that had entered into the joint understanding to do this and then to say to the others: "Accept or reject as you please. This with the amendments made without any opportunity on your part to jointly consider or discuss the amendements and to present your reasons for or against the same, must be the constitution and by-laws of the new organization." The occupancy of the hall in executive session under the circumstances, and the somewhat arbitrary action taken, unfortunately gave the impression, and had the appearance, of a lack of good breeding and a want of courteous consideration for the rights and feelings of others, on the part of the ruling element or majority of the delegates to this Twenty-fifth Convention of the U. T. A. It certainly placed the President, who was in no way to blame, and a respectable minority, in a very undesirable position. In all other regards the joint conventions at Denver were most gratifyingly successful. The attendance was surprisingly large and the calling as a whole will realize great benefits.

The contention was and is over what is considered by those not connected with the U. T. A. as unnecessarily high dues, unnecessary reference to independence in office control and an unnecessary provision as to membership showing antagonism to labor unions, by inserting the prohibtory words "and who are not and shall not be an officer in a labor organization."

The idea of those advocating lower dues was that with the greatly increased membership the revenue would be largely increased and the higher dues would not be necessary and that, with lower dues, the membership would be enlarged by additional hundreds and thousands of the smaller printing offices that are needed to make the movement for the universal installment of correct cost systems, and that need the organization. The minority of the committee had evidently convinced the majority, the Typothetæ members, of the wisdom of this plan, and had there been an open consideration of the report of the joint committee in joint convention of all who were to be governed thereby, all the Typothetæ delegates would doubtless have been also convinced of its wisdom. It had been understood that the existing dues of the U. T. A. should be in force until the new organization had been perfected. It was not intended that the new organization should be a money-making concern, either for high salaried officers or others, but that encouragement should be given through the lightness of the burdens to be imposed for increased membership for the good of the calling throughout the whole country, and that, through this greater membership, abundant funds would be afforded for all legitimate purposes in carrying forward the work of the organization for the benefit of all and the advancement of the highest, best and most extended interests of the calling.

As to the amendments adopted by the Typothetæ, evidently, in view of the past, they were aimed at labor unions. The constitution as reported by the joint committee—made up of the ablest men of the joint conventions—fully protected all members in their individual rights to operate open, non-union or union shops as they might choose. It, to our way of thinking, was unwise to introduce anything in the constitution or by-laws that might cause discord or ill-feeling. The swaggering into an organization with words of defiance, or to use a homely illustrative phrase, "with a chip on your shoulder," is no way to create harmony or confidence. The amendment made by the Typothetœ: "It is based on the rigts of the individual, and while it disclaims any intent to assume an arbitrary control of the trade either against customers, workmen or members, as an association, it asserts and will maintain its right to regulate its own affairs"—was entirely uncalled for and in any light that it may be construed, was unnecessary. No one can in any way interfere with the rights of any person or organization to regulate his or its own affairs, so long as there is thereby no interference with the rights of others to the full enjoyment of "life, liberty and the pursuit of happiness"; the full right, of labor and capital, of employment or non-employment, or any rights as to just wages or returns incident thereto. It is unfair, too, to declare or infer that those outside of the Typothetæ were chiefly concerned as to the offices. It would be just as fair to charge that those controlling the Typothetæ were trying to make sure of their positions and of higher salaries. There was no necessity for abitrary or separate action, before full joint hearing, by the Typothetæ. To the U. T. A. had been conceded its continuance as such in recognition of its organization, its splendid history and work. So far as the right is concerned, the organizations outshide of the U. T. A. might just as well have assembled, taken possession of the hall, gone into executive session, amended and adopted the constitution and by-laws that had been prepared by a joint committee from all the organizations for all the organizations—elected the officers and adjourned, as did the delegates of the U. T. A.. The Cost Congress under all the arrangements and the announced program had the first right to the hall all day Friday.

Now we do not intend, in all this, to cast any reflection upon the officers or members of the U. T. A. They are all honorable men. This paper has been glad to serve the interests of the organization and its officers without pay, recognition or hope of reward. It is not usual to give the trade press any thanks for work done. All the honor and awards are needed by the officers and workers and generally, then they are not half paid. They doubtless appreciate the advertising, the publicity, the promotive work of the trade papers which they freely use and that carry their names, their plans and efforts to every printing office, and help in securing members, attendance at conventions and all else that bring results, but the trade papers do this all out of love for their work and the good of the cause, and any recognition or thanks would only detract from the glory of their disinterested, patriotic mission. If glory, honor, fame and success come to organizations or the officers thereof, through the freely given advertising of the trade papers in hundreds of pages, that could not be bought, it is only an incident of the work of the trade press and requires no recognition and is likely to be rewarded largely by forced competition among advertisers to pay for special publications, annual programs, souvenirs, etc., etc. All this leaves to the trade papers the right to be independent, to present both sides without fear or prejudice, and to be as just as they are generous. A recognition of the trade papers possibly might detract from the glory of the officers or of the organization which all would regret.

* * *

Progressive men must be like living, growing Christians, whom Paul exorts to "Pray without ceasing."—they must be ever acquiring knowledge and good-will, ever seeking the better ways, the higher ideals and broader knowledge. The wisdm of the past is not sufficient for the present or the future—there must ever be a new knowledge and a new unfolding of principles and methods to meet the new conditions. Stagnation or standing still is death, growth in life.

Typotheta Convention and Cost Congress

By Geo. E. Wray, Secretary Chicago Ben Franklin Club.*

THE Twenty-fifth Annual Convention of the United Typotheæ of America and the Third International Cost Congress convened at Denver, September 4 to 9, 1911. The interests of each were so interwoven and the business of each so overlapped that no attempt can well be made to report each separately.

On Sunday and Monday the delegates with friends, wives and families arrived in large bunches; Chicago special cars convevyed thirty people over the Rock Island Railroad; the Chicago Special carried one hundred and seventy-five people to Denver over the Chicago and Northwestern line on Monday; from St. Louis came sixty more on Monday; while the New York and Philadelphia special landed seventy-five people from the East. Besides these there were special cars from Kansas City and othr places, and every incoming train bore delegates and visitors until at last there were fully six hundred printers and friends who had passed under the "Welcome" arch at Denver's gate.

The first gathering of the clans was at the smoker Monday evening, a get-together meeting of importance. The speeches and songs were all pitched to the key of harmony and all felt that great things were moving to a greater end. On the trains, in the corridors, in smoke rooms, and over the bars the one great subject of conversation was One Great Organization.

The convention opened Tuesday morning with Mr. Lee in the chair. Dean Peck of Denver invoked divine guidance, and W. H. Kitstler (represented by W. G. Chamberlain) gave the address of welcome. Then followed reports from local typothetæ, all of which showed activity in the rank and file for the improvement of the industry.

An address by Mr. Cargill of Texas was full of interest. Among other good things he said that in order to build we must begin at the foundation and work up. Printers had only recently started to overhaul the office end of the industry, and they had discovered that cost of production was much higher than they had imagined; there had been a rude awakening all along the line. The result was that printers everywhere were being educated; were becoming stronger; and were getting mor backbone and nerve. The price of a printer's product had formerly been set by the customer—it was now being set by the printer. We know where we are at better than we ever did. The cost system has uncovered a vast fund of information for the printer; it has improved his methods, and stirred up the workmen to greater efficiency; it steers the employer clear of stumbling blocks and guides him to the adaptation of real business principles to the printing industry, it enables the printer to command the respect of the business world.

Since installing the cost system he had found that the old methods were deceptive and misleading; revelations had occurred which aggravated his sense of pride, and appalling conditions were made manifest. All this had now been changed, and the speaker urged all printers to get busy in securing a knowledge of costs of production.

In closing Mr. Cargill said that the cost system is the trial balance of factory operations; it is the clearance sheet of a successful business; it teems with facts and figures that are not alone interesting but requisite for safe conduct of one's business; it keeps the employer posted to a great extent on incidents occurring in the factory that perhaps would not be discovered through any other channel; it affords a daily check that is needful to all business institutions; and it is an insurance against heretofore unknow losses.

Mr. Simmons, Waterloo, Iowa, was the chief speaker in discussion, and said that the first results from use of a cost system are those due to its function of ascertaining the cost of production by means of determning the hour cost of operations in the different departments. The second results are an outgrowth of the use of the system and a study of means for utilizing the records it produces. These may be designated the standardization of job cost records for purposes of estimating and securing of standardized costs on various operations and different classes of product. The third result is the utilization of these same standardized cost records for ascertaining the efficiency of different departments and employes engaged in these departments.

Wilson Lee, Presicent U. T. A.

Most shops have what they designate a cost system. An analysis of these demonstrates that they are but systems of time recording and fail in the essential feature of determining cost of production. To such shops and others using no system at all the installation of the standard system will result in information of a startling nature. It will dissipate that old bugbear that the composing-room is where the profits are sunk beyond recall. It will demonstrate to the man using but one Linotype, that unless he has a regular run of work of some character to provide enough work for two or three shifts, no direct profit can be derived from its operation in competition with plants using more machines. He must depend upon the increased efficiency of his other departments, enhanced by the Linotype, for his profit on the machine. It will eliminate the old belief that all the

*This Report was read at the meeting of the Ben Franklin Club of Chicago, Thursday evening, September 27th.

profits are derived from cylinder presses. It will show in most instances that three presses and less work would be more profitable than four presses. About the only old belief that will survive the installation of a cost system is the one that tells us we make our money on the job presses. A cost system will confirm this belief, but it will also show that profits can only be derived by charging on a cost determined by the cost system. All these things are the outgrowth of the initial or primary results of having a cost system. In addition to these might be mentioned the fact that the cost system will show that the medium shop cannot produce work cheaper than the small shop because it has better and more equipment, nor cheaper than the large shop because it has less and lower expenses. This old belief is quickly dissipated after a cost system is installed. It will be found that its hour costs average practically the same in both the large shop and the small one, irrespective of whether it may be located in a large or small city. Altogether too often the cost system will also show that the medium shop should really be a small one. Too often it is found that the medium shop is over-equipped and really has but work enough for a small shop. All these primary results of cost system installation are conducive to education along business lines. They impart the confidence to ask a proper price for our efforts and they stiffen our backbones.

Photo by Mile High Photo Co., Denver, Colo
Size 10x26 inches, Price $1 50

Group of members of U. T. A. and Third

Under the second heading of utilizing job cost records for purposes of estimating and standardizing costs of various operations and different classes of product, lies one of the mot profitable results of the cost system to the medium plant. Most remunerative—because estimating ceases to be a matter of guess-work and is based on accurate cost data that insures the complete job cost being in the near neighborhood of the estimated cost—thus eliminating the many losses due to the great variations between estimated and completed cost when mere guesswork is used in making the estimate. The cost system teems with facts and figures not alone interesting, but requisite for the safe conduct of the printing business.

To any one really interested in the cost system the initial summary sheets provided will prove inadequate. If they are to be used only for the purpose of determining the time spent on the work, and material used, they are adequate. But if standardization is our watchword, then we will elaborate these summary sheets. For purpose of standardization our summary sheets should be made an analysis of the completed job. It should aggregate the various operations under appropriate headings. If several forms constitute the job, the operations on each form in each department should be segregated from each other form. Only by means of closest segregation and classification can these records be standardized to render the greatest value. Bulking the time on various operations in one column devoted to a department will not give the information desired without entailing unnecessary labor and confusion.

If job summary sheets are arranged with a view of standardizing the information they contain, then they have an inestimable value. As an illustration of their use for estimating purposes, let us imagine specifications enough out of the ordinary that an accurate estimate would be difficult to make. With cost records standardized, we can locate cost records that give accurate data for making the estimate. To eliminate the necessity for estimating on various classes of produst not varying greatly in their character, these same cost records would provide data upon which a standardized price list could be made. It resolves itself merely into a matter of taking the classified information they contain and handling it in a manner that would provide statistical information for the purpose. In this way a price list covering staple lines of product could be secured that would be based on actual costs and assure a margin of profit.

The third result to the medium shop from the use of the cost system has to deal with standardized cost records for purposes of efficiency. Efficiency, however, is largely a matter of management and application of systematic methods for securing the greatest possible product at the lowest possible cost. In the hands of a competent manager cost system records such means. For efficiency purposes time records and pay-roll records should show in detail each employe's record of time spent productively and nonproductively. The cost system makes better workmen, they take pride in doing their work expeditiously.

Mr. Simmons then cited a case showing the direct relation of a cost system to efficiency. He said: "Soon after installing the cost system one of our platen feeders asked for a raise. The thought struck me that a comparison of his record with other feeders might show

something of value and I had the girl give me the platen records for the week then closing. Imagine my surprise in finding that the output per running hour on a 13 x 19 Colt's was 1,070 per hour, on one 10 x 15 C. & P., 850; on another, 1,527, and on an 8 x 12, 1,237, or an average of 1,180 impressions per running hour for the week. These figures showed such a wide variation that slips were attached to the pay checks with appropriate commendation or criticism. Much interest was manifest the next week and at its close each feeder was in the office to learn the result of the records. In the same order as before the results were 1,210, 1,429, 1,497, and 1,499, a total increase for the week, in average per running hour of 204 impressions. These records have been occasionally exceeded and often lowered but our average per running hour for ten months has been 1,064 1,319, 1,266, and 1,459, or an average of 1,281 per running hour. Assuming that the result obtained by our first investigation of 1,180 impressions per running hour for one week was what we had been getting and considering that our records show 1,281 impressions per running hour as our average for ten months, we have a net gain of 101 impressions for each of the running hours during that time.

Cost Congress at Brown Palace Hotel

Over 5,000 running hours were produced. This means that by applying our records for efficiency purposes we gained over half a million impressions in ten months and it can readily be realized how very valuable these cost records may be made by their study and application for efficiency purposes.

The composing room is also a fertile field for applying efficiency records and each cost system user can derive great benefits in increased production, which means increased profits, by studying ways and means for utilizing his records for this purpose.

In a medium shop there is almost always a human, friendly feeling existing between employer and employe. Call all employes together. Draw off on a blackboard or large sheets of paper a reproduction of your 9-H form for the month. Explain the form to your employes. Explain it in a manner that they will understand the significance of the chargeable hours to total department cost. Take up the matter of efficiency. Illustrate by figures what effect thirty more chargeable hours in any one department would mean toward reducing the hour cost of that department. Ask them if an hour more production per day for a month is not easily possible. Take them into your confidence, ask their co-operation in increasing efficiency and reducing cost. Get them together again the next month and if they have responded and your month's business shows it, commend them and give them a little banquet. Don't let the matter rest there, but make it a monthly practice. You will make money by it, and warm friends and supporters. This is not theoretical advice. It is practical. Our firm has done it—and we ride in our own automobile. That's another of the results of the cost system to the medium-size shop.

This exhibit was received with much applause, for a great many printers have a hankering desire for a joy cart.

Professor Climer delivered a talk on Trade Schools and urged greater attention to the Winona School of Printing at Indianapolis, the only trade school of its kind in the country. He laid emphasis on the point of selling the printers' product for more money, or the reduction of the unit cost of manufacture. He asserted that the modern workman is fifty percent behind the requirements of modern times and that profit-making organizations lose thousands of dollars yearly through lack of efficiency in printing factories.

Mr. Henry P. Porter, Boston, spoke on the Printer Ascendant, but as his excellent address appears in full, we will turn at this point a leaf backward, and learn what has been going on outside the convention hall while Mr. Porter talks within.

On Tuesday the ladies of the party were royally entertained at Elitch's Gardens; on Wednesday receptions were held and lunches served at the large department stores, and on Wednesday evening the Philadelphia printers presented a play entitled: "The Revised Proof." It need not be said that this formed a valuable lesson for printers. On Thursday, the Georgetown Loop was visited by the ladies, accompanied by a few gentlemen who desired relief from the arduous task of listening to talk on business-improving methods and the importance of a knowledge of cost of production. On Thursday night all went to Lakeside—the White City of Denver—and on Friday scores of automobiles conveyed all who wished to do so to see Denver. This trip was voted an immense success. On Saturday everybody—from the staid quakers of Philadelphia to the jocular bits of merry sunshine from New Orleans, Cincinnati and Chicago—

everybody took in the trip to the top of the world over the Moffat Road, and most of these stepped over the Great Dividing line which here rises and determines whether the snowflakes which are continually in evidence there shall mingle their elements with the Pacific or trickle down the eastern slope and eventually find their way through to the Atlantic. This was an all-day trip and one which can never be forgotten by those who laboriously climbed—behind two immense engines—to the summit of the Rockies.

More important than all these, however; more important than any debate in the convention; more important than all other little gatherings of leaders was the getting together of a few people to plan and work for One Great International Printers' Organization. The Ben Franklin Clubs of Chicago, St. Louis, Cleveland, Cincinnati, Louisville, Omaha, and other places were in close touch with each other and held meetings occasionally for consultation and for muttual aid. At one of these meetings Messrs. Francis, Hartman, Ellick, Meyer, Deacon and Wedekemper were appointed a committee to use every honorable effort to bring about one organization. This committee at once got busy—very busy—and at an early date placed the matter before the convention of the United Typothetæ of America.

At this stage a tentative agreement was drawn up which read as follows:

We agree to the name of the United Typothetæ of America.

It is agreed that a committee of nine members be appointed by the United Typothetæ of America of which the other organizations shall select four members to revise the Constitution and By-Laws.

That the dues for the United Typothetæ of America and all other members shall be as provided for in the existing United Typothetæ of America Constitution and By-laws until the new Constitution and By-laws is adopted, except that Members of other organizations whose annual pay-roll does not exceed $4,000 shall pay minimum combined local and international dues of $1.00 per month, 50 per cent of which shall be paid to the treasurer of the United Typothetæ of America, provided the local bodies guarantee the collection thereof and remit the same quarterly in advance.

It is agreed that if the joint committee is able to report a satisfactory Constitution and By-laws before the final adjournment of the combined meetings at Denver, then a Nominating Committee shall be appointed with a joint representation to nomiate Officers and Committeemen for the ensuing year.

The proposition was presented to the United Typothetæ of America and a committee appointed consisting of the following:

Chas. Francis, representing the Printers' League of America, and the Master Printers' Association of New York, Chairman; William J. Hartman, H. C. Wedekemper, R. T. Deacon, representing Ben Franklin Clubs; E. Lawrence Fell, Robert Schalkenbach, H. W. J. Meyer, A. E. Southworth, Henry P. Porter, representing the United Typothetæ of America.

George E. Wray was asked to act as Secretary of this Joint Committee.

The Joint Committee threw all the drafts of constitutions and by-laws that had been drawn up except the one known as the Hartman Constitution.

Under the above tentative agreement the members of the joint committee worked until 8 P. M. on Tuesday. During the night the new constitution was put in type and galley proofs secured by 8:30 Wednesday morning.

On Wednesday morning the galley proofs were taken up again and considerable overhauling was done; the Committee then took up the By-laws and worked on them the rest of the day. The Constitution and By-laws were then revised in type and submitted to the committe on Thursady morning and again they were amended.

The progress at this stage may be summed up in the statement by Mr. Francis that they felt that they had already given way as far as possible in allowing the Typothetæ the retention of the name and that this was conceded in view of the request that the new organization should work under the Hartman Constitution and By-laws. The purpose in asking for this committee was to make it possible to bring it properly before the United Typothetæ of America and have it approved by them before the close of the convention so that the matter could be carried before the Cost Congress. He earnestly hoped that the Typothetæ would be able to report favorably.

Mr. Hartman pointed out that a large portion of the expense of running the new organization could be eliminated; he favored low dues for the purpose of bringing in as many small printers as possible. Mr Fell had stated that the Typothetæ had only spent about $700 net in the installation of cost systems, but he (Mr. Hartman) thought that here was the great field in which they should operate. Here it would be wise to spend money freely; at the same time he thought the printers themselves should pay for the installation of systems in their own plants.

Mr. Schalkenbach of New York said that the small printer was the child of the industry, and as it mas the duty of the State to care for its children, so must the industry undertake the education of the small printers.

Mr. Francis said that if this organization could not be brought about here and now the benefits from unification would be delayed ten years. Mr. Fell said the proposition as now outlined seemed to him to be a fair and reasonable one. These talks show that at this time everyone was hopeful and confident as to the eventual outcome of the movement for one great organization of the industry.

Later on Mr. Porter and the secretary were instructed to make the necessary changes in the style and language of the new Constitution; these gentlemen dipped their pens into the inkwells of English undefiled and produced a model Constitution and By-laws for the One Great Organization to be known henceforth as the Constitution and By-laws of the United Typothetæ of America.

This was done and eventually the Constitution and By-laws were duly approved and were perfectly satisfactory to every member of the Joint Committee. They then made a report as follows:

The Joint Committee on Constitution and By-laws, representing existing printers' organizations for amalgation, hereby submit the following Constitution and By-laws, which they have unanimously approved and to which they hereto sign their names.

Chas. Francis, representing The Printers' League of America, and The Master Printers' Association of New York, Chairman.

William J. Hartman, H. C. Wedekemper, R. T. Deacon, Representing Ben Franklin Clubs.

E. Lawrence Fell, Robert Schalkenbach, H. W. J. Meyer, A. E. Southworth, Henry P. Porter, representing the United Typothetæ of America.

Attest:—George E. Wray, Secretary of Joint Committee.

The secretary was instructed to havve 500 copies of the new Constitution and By-laws printed. Again into the hours of the night the printers worked and by nine o'clock next morning—Friday, copies were ready for distribution.

Friday morning began the confusion. Mr. Fell had prefaced his report by saying that the attention of printers was centered on the work of this convention regarding amalgamation. The meeting with the representatives of Ben Franklin Clubs and other organizations had been highly satisfactory. The other committee had come to the Typothetæ with an extended hand far beyond their expectations. Men who had planned for another international organization and had done much splendid work for the trade in general, had shown a willingness in view of the larger interests of the industry to lay oll their plans aside and work heartily for the furtherance of the general welafre. The position of these men should be fully appreciated by the members of the Typothetæ as they certainly were appreciated by the members of the committee.

The hall in which the Cost Congress was to meet at ten o'clock, was used by the Typothetæ at nine o'clock. All expected that one hour would be ample time to pass the Constitution and By-laws and that at ten o'clock the same Constitution and Bylaws would pass the Cost Congress.

Everybody supposed that with the report of the committee the rank and file would show their confidence in their committee by accepting and adopting the new Constitution and By-laws. Not so, however. The members of the Typothetæ Convention in executive meeting analyzed the new constitution paragraph by paragraph.

Only about a dozen copies of the Constitution and By-laws had been permitted to enter the hall. The doors were closed against all printers who were not members of the Typothetæ, and it was soon learned that the committee's report was not acceptable to the old-timers—the old fighters of the Typothetaæ. Every member demanded a copy of the new Contitution and By-laws, and as the secretary had 500 copies in reserve these were all taken into the convention hall and those outside were quite in the dark as to the new Constitution and By-laws and as to what was the cause of the delay.

Ten o'clock came and the Cost Congress people demanded admission to their hall. This was refused. Eleven o'clock, twelve o'clock, one o'clock, and still the scrap was on. Outsiders wondered why the Typothetæ showed such lack of confidence in their own committee—five of the brainiest men in their organization.

At length an adjournment was taken for half an hour. During this time about one hundred non-Typothetæ printers went into the hall, and there was serious talk of holding it against the Typothetæ; the chairman could not be found, however, and the song of "Hold the Fort" became but a hum and a murmur.

Then another hall containing just sixty-three chairs was secured and the Cost Congress went on with some of its work there. The official stenographer had been held in the Typothetæ hall, hence only those addresses could be delivered which had previously been committed to paper. All was confusion; no one seemed content to stay long in any one place, and hence the Cost Congress came not up to anyone's expectations, while the convention on the last day was a scrap between broad-minded and narrow-minded printers.

At about six o'clock the joint committee was hnrriedly called together, and the Typothetæ section commended to give the entire joint committee a list of the changes made by the convention behind its closed doors. While this was being done and when about half the Typothetæ amendments had been read—a few of which were vital, but most of them of practically no moment whatever—in rushed a member and said: "Boys, they have elected their officers and it looks as though they had broken faith with us entirely. Cushing is president; Glossbrenner is first vice-president; Courts is second; Borden is third; and Southworth is treasurer. They have elected their executive committee; leaving some vacancies to be filled later."

J. Stearns Cushing, President-Elect U. T. A.

Mr. Fell, Mr. Porter and the other members of the Typothetæ committee seemed to be as greatly surprised as anyone. This announcement coming on the top of the increased, the unwarrantable delay, and the great inconvenience to those who had come to the Cost Congress, led to the reading of the tentative agreement, the last paragraph of which was as follows:

"It is agreed that if the Joint Committee is able to report a satisfactory Constitution and By-laws before the final adjournment of the combined meetings at Denver, then a Nominating Committee shall be appointed with a joint representation to nominate officers and committeemen for the ensuing year."

The Typothetæ section of the joint committee saw that the case was hopeless after all. Arrangements entered into in good faith had been voided through this unnecessary breach of faith which, coupled with the raise of fifty per cent in dues, was more than the other mem-

bers of the committee could stand, and the following reply was sent to the Typothetæ Convention:

To the United Typothetæ of America:—

In accordance with our request you sent a committee to consult with us in regard to the formation of a new international association to be known as the United Typothetæ of America and to form a new Constitution and By-laws for the new organization. These matters having been completed we find that you have made an important change in the membership dues; and also that you have elected officers for your organization; and we desire to know whether your body expects control of the new organization by means of the officers you have elected, or whether you intend to allow the new association to elect its officers. If the former is your intention then the formation of a new or reorganized Typothetæ has been voided by your action and it is impossible for us to join your organization.

Thanking you for your serious consideration of the matter and assuring you of our good faith for the formation of one organization, we are

Yours very truly,

G. E. WRAY, Secretary, Joint Committee. CHAS. FRANCIS, Chairman.

This communication was handed to Mr. Fell and by him read to the Convention. To this no reply has as yet been received, beyond an acknowledgment of its receipt.

The committee also voices the fact that the Ben Franklin Club movement has spurred the Typothetæ on to greater activity than it ever exhibited during its twenty-five years' existence. The Ben Franklin Club movement is spreading out everywhere and voluntary clubs are springing up spontaneously without expense to any national organization. Hence the committee believe, the dues called for by the United Typothetæ of America are excessive.

The members of the committee, representing the organizations referred to, were and are sincere in their efforts to form One International Organization, but they do not believe the members of their organizations will be willing to pay the high dues called for in the amended By-laws as adopted by the United Typothetæ of America. Not that they will agree to some of the amendments added to both Constitution and By-laws by that body, and the committee is of the unanimous opinion that the international dues should not be higher than the amounts called for in the Constitution and By-laws submitted to the United Typothetæ of America, they further believe that the bulk of the money collected by local organizations should be spent locally for the benefit of the contributors.

The main changes in the Constitution and By-laws made by the Typothetæ are as follows:

In the preamble the following paragraph was added:

"It is based on the right of the individual, and while it disclaims any intent to assume an arbitrary control of the trade either against customers, workmen or members, as an association, it asserts and will maintain its right to regulate its own affairs."

In the paragraph describing membership a clause was inserted prohibiting officers in a labor organization from being members in a local or in the national body. It seems that several delegates were union men and had cards in their pockets; it is said also that several of the new officers of the Typothetæ are members in good standing in the union.

The following two sections were added:

Sec. 6. Individuals may be elected honorary life members of the United Typothetæ of America at any annual convention by a two-thirds vote. Such honorary members shall be exempt from the payment of all dues, and shall have all the privileges of delegates, members of future conventions, except that of voting.

Sec. 7. Any master printer, or firm of employing printers, not officers of any labor organization, in a city or town where no local body exists, may become an individual member of this Association on payment of the initiation fee and dues, and shall have the privileges of attending meetings of the conventions and participating in the debates, and have voting power; provided, that there shall never be at any one time more than four individual members from any single city or town.

The convention also raised the dues provided by the joint committee from $2.00 per $1,000 mechanical payroll to $3.00 per $1,000—a raise of fifty per cent. The convention also raised the minimum dues from $6.000 a year to $12.00 a year—double that provided for in the tentative agreement.

But we must return to the work of the convention. Mr. Fell dwelt on the point that printers' salesmen should never be permitted to make estimates; their business was to sell goods at the price set by the firm, and not by the customer or themselves.

Kansas City was presented with a silk banner, it having secured the largest number of new members.

Mr. Rubovitz of Chicago gave a history of the Typothetæ and eulogized its work and its name.

The officers' reports were all of a very encouraging nature. We could not but notice, however, that in several places where Ben Franklin Clubs had been established, the Typothetæ claimed them as local branches of the United Typothetæ of America.

The Typothetæ endorsed the Standard Cost-Finding System and made it the official cost system of the United Typothetæ of America.

It resolved that the supply houses urge their customers to become members of the United Typothetæ of America and install the American Standard Cost-Finding System, on the ground that the cost system means a betterment in trade conditions, a lowering of the cost of production, and an increase of profits, and the important bearing these results have on collections and credits.

Mr. Donnelley of Chicago urged greater attention to local interests. Work in the old locals was as necessary as the development of new territory. These sentiments were well received by printers from the large cities.

A number of electrotyping firms requested that in the new organization a branch be provided for them.

Mr. Borden of Spokane, who was subsequently elected to the position of chairman of the Cost Congress, spoke on the Element of Time. His text was taken from Ben Franklin who said that "'Time is Money." The product of the printer consists of material and time, hence the need of an accurate time record. The element of time is the foundation and fundamental requirement if the printing industry is to be raised to its proper level.

Mr. Ewing of Birmingham asked for a solution of the problem, "How Can Printers be Shown the Necessity of Organization?"

The officers elected by the United Typothetæ of America are:

President—J. Stearns Cushing, Norwood, Massachusetts.

Vice-President—A. M. Glossbrenner, Indianapolis, Indiana.

Second Vice-President—George M. Courts, Galveston, Texas.

Third Vice-President—J. A. Borden, Spokane, Washington.

Treasurer—A. E. Southworth, Chicago.

Executive Committee—D. Arthur Brown, Kansas City, Mo.; Harry K. Dean, Grand Rapids, Mich.; L. P. Davidson, Louisville, Ky.; George H. Ellis, Boston, Mass.; E. Lawrence Fell, Philadelphia, Pa.; Alex Fitzhugh, Des Moines, Ia.; William Green, New York; Wilson H. Lee, New Haven Conn.; H. W. J. Meyer, Milwaukee, Wis.; W. E. Milligan, San Antonio, Tex.; Benjamin P. Moulton, Providence, R. I.; J. A. Morgan, Chicago, Ill.; William Pffaff, New Orleans, La.; Robert Schalkenbach, New York; Fred L. Smith, Minneapolis, Minn.; John Stovel, Winnipeg, Canada; Charles F Ward, Pittsburgh, Pa.; Rufus C. Williams, Richmond, Va.

We now reach the Cost Congress and will endeavor to be brief. Mr. Borden of Spokane was elected chairman, and Mr. Darby of Atlanta, vice-chairman.

The report of Mr. Morgan, Chairman of the Cost Cimmission, was so excellent that we would like to give it here in full. It brought forth a rising vote of thanks, and every printer should study it carefully. The treasurer's report showed the receipt and expenditure of $4,326.26. Then followed papers by Mr. Britt of St. Louis, Mr. Booth of Wichita, Mr. Morrill of Portland, Mr. Purse of Atlanta, Mr. Imrie of Toronto, Mr. Ellick of Omaha, Mr. Traphagan of Lincoln, Mr. Tyler of Schenectady, Mr. Hynes of Denver, and Mr. French of Chicago. All of these were of a high order, and were well received.

Several addresses that were to have been made were omitted on account of the absence of the stenographer who was busy in another hall with the work of the Typothetæ. Among these were the talks of Mr. Porter of Boston, Mr. Hartman of Chicago, and Mr. Oswald of New York.

At the evening session on Friday it seemed as if confusion would reign again when a resolution was put forward regarding the merging of all organizations into the United Typothetæ of America. Mr. Morgan, Mr. Hartman, and Mr. McElroy were among the speakers, but at length a resolution was passed to the effect that all printers organizations unite with the reorganized United Typothetæ of America. The vote was said to be sixty to thirty. As this vote was announced about half the people left the hall.

The secretary read an excellent message from Theodore L. DeVinne, the acknowledged dean of the trade, and after a few other minor matters had been disposed of the Third International Cost Congress adjourned sine die.

I hope that without being wearisome I have given you a fair and impartial report of the proceedings at Denver. I have the utmost faith in every member of the Committee of Nine; while closely working with them for three days I saw no evidence whatever of any desire for personal aggrandizement on the part of any one man.

I might easily enlarge upon the attractions of Colorado, from the astronomical lessons of our good friend George Benedict on the cliffs behind Cliff House to the great monument the printers of America have erected in the cause of humanity in the Union Printers Home; from the wonders of Cripple Creek to the marvels of Manitou, but I forbear.

I have rather given you as fully as time permits a report of all the details, as far as I could secure them, of the strenous efforts put forth by nine staunch men and true to bring about One Great International Organization of Printers.

That these men failed is no evidence that the cause is lost. It must eventually be won, not because this man or that man desires it—for the cause is greater than any man or set of men, and must eventually win because the industry demands it.

In the meantime there are nine names that will long shine in the printing history of America, the names of Fell and Meyer, Francis and Schalkenbach, Wedekemper and Southworth, and last, but by no means least, the names of Henry P. Porter of Boston, R. T. Deacon of St. Louis, and W. J. Hartamn of Chicago.

Address of the President

By Wilson H. Lee.

FOR nearly a quarter of a century a large proportion of the representative printers of the United States and Canada have met together in the Annual Conventions of the United Typothetæ of America to discuss and act upon matters affecting the trade, with a view of improving conditions in our honored industry. Much good has always resulted from these gatherings. In the earlier days the social feature was perhaps more prominent than any other; but as time went on there was a gradual change until now strict business, with all the questions and problems it involves, is the important consideration, though sociability is by no means forgotten.

Sociability, however, even when it is a predominating feature to the exclusion of many of the more serious questions of business, has its advantages. The meetings held largely for sociability's sake, which convened annually for some years, and at a time when it was not deemed expedient to employ a paid secretary nor to maintain a central office, resulted in inspiring confidence and establishing friendships which are very largely responsible for the splendid organization we have today. The United Typothetæ of America, thanks to the loyalty and zeal of those old in the work as well as to the self-sacrificing master printers who today comprise the membershiep, is at this time splendidly equipped to carry on the great work it is doing and which is so sadly needed in the world of printing.

Our large growth during the past year is ample evidence of the interest printers generally are taking in improving conditions in the trade. It shows, too, that it is the firm conviction of the leading printers throughout the country that a strong international association — the United Typothetæ of America—must take in hand the work of bringing about the reforms so urgently needed, and they are giving their moral and financial support freely to further the organization movement.

The field for our work is very large, and while we are now spending $50,000 and more a year for the benefit of our members, double that sum could be expended to good advantage. You have only to visit, as your officers have, cities and towns in all parts of the country and Canada, to be convinced of this fact. Your officers are met with a most cordial reception in every city they visit, and it affords me great pleasure to report that it is becoming easier every day to organize local Typothetæ associations.

During the past year our membership has nearly doubled. Two years ago it was wisely decided to reduce the dues of our members to the extent of forty per cent. At this time those paying less than $5 a month comprised 32 per cent of the membership. The minimum amount of dues was fixed at $1 in place of the former minimum of $2 per month, and this has resulted in bringing into our association a large number of printers who did not think they could afford to pay the higher figure, and who were in most urgent need of education in matters pertaining to the cost of production. That the reduction in dues was the part of wisdom is shown by the fact that those paying less than $5 per month now comprise 71 per cent of the membership. I believe a still further reduction in the minimum is advisable, though I am convinced that any great reduction in the dues at this time would be unwise.

The present rate lays no hardships on our members, and permits of the vigorous continuance of the work of organization and cost system installation which has been

so potent a factor in improving conditions in the printing industry during the past two years. The one reducttion I would recommend is to so change our plan of assessing dues that the owner of the very small shop—the man whose annual payroll is less than $3,000—may be taken into the association on the payment of the regular membership fee and the payment semiannually in advance of dues at the rate of 50 cents per month. This slight change will, I believe, result in a considerable increase in our membership from the ranks of those who now remain outside because they hesitate to take on any additional burdens in a business showing so small a margin of profit. This class of printers is generally in great need of education, and while the amount of business any one plant can do is small, the influence they exert in keeping prices down to the cost line is very great, for they bid on the work even though they are unable to do it.

Aside from a lower minimum I would urge that no change in the dues paid by our members be made at this time. The present basis will enable us to continue the important work now being done, and to even extend it in some particulars, while at the same time we will be able to gradually increase our reserve fund. A reduction in dues now will curtail the scope and greatly impair the value of our work.

The Chicago office, authorized at the Twenty-fourth Annual Convention, has greatly aided the work. I hope to see the day when the country will be divided into districts, each in charge of a representative with headquarters at some central point; and the satisfactory work done by the Chicago office indicates that equally good results will follow the establishment of other similar offices.

The installation of cost-finding systems in the offices of our members has resulted in a general betterment throughout the entire country, and the improvement is especially marked in cities where a majority of the printers have put them in. It is well known that printers' estimates vary to an astonishing extent, and that many have no intelligent idea of the cost of their work. Membership in the United Typothetæ of America and the installation and use of our cost-finding system is rapidly correcting this unsatisfactory condition.

Our trade suffers from many abuses which we are working to correct, and considerable progress has already been made. Among them may be mentioned the sale of paper to the printers' customers as cheaply as it is sold to the printer himself, and the equipment of plants on a nominal down payment. Through the first abuse the printer is deprived of the greater part of the profit rightfully his on the paper he sells; through the second, he is forced to compete with those who not only do business on capital furnished by the supply houses, but who, in addition, as a general thing have little or no knowledge of costs and business principles. These abuses adversely affect the interests of both printer and supply man. I am glad to say that indications point to their correction by the United Typothetæ of America at an early day.

Our Bulletin continues to wield an important influence for good. We feel that in keeping the membership and the trade in general informed of the work we are doing, and in publishing instructive original articles on technical subjects of importance, we are serving the best interests of all and doing much to aid the general uplift.

From observation and personal knowledge I am convinced that the financial support we are giving to the School of Printing at Indianapolis, is money well expended. The instructors of the young men are in love with their work, and the students almost without exception make remarkable progress. I recommend that the support be continued.

The North End Institution, at Boston, also continues to do good work. All credit is due to the Boston printers who have so freely given their time and money to it. Trade schools are of growing importance in all lines of industry, and they must receive our support if we expect to get expert workmen in the printing trade in the future.

Our finances, as will be seen by the report of our Treasurer, are in excellent condition, notwithstanding the amount of work accomplished that requires the expenditure of considerable money. It has not been our desire to add largely to our surplus; but, instead, we prefer to expend our income to uplift the trade and to improve existing conditions.

Our office field force, under the able and conscientious leadership of Secretary Heath, have done excellent work. The organization is wellnigh perfect, and is able to cope with the problems that confront the employing printer. Give it the needed support and encouragement that it is entitled to, and you will be well repaid.

FORTY YEARS OF GROWTH.

The Awarding of Prizes for Best Kept Lawns.

Forty years is old for a newspaper in Kansas, though the Belleville Telescope has reached that age and commenced on its forty-first volume, and here is its brief record of advances made:

Forty years ago the Telescope was printed on a small hand press, which printed a page about ten by fifteen inches, one page at a time. Now it is printer on a large Babcock cylinder press which takes four six-column pages at one time. The advertising patronage at that time amounted to less than two ordinary news columns and the paper contained less than three columns of reading matter. Today the advertising patronage averages about 25 columns and the reading matter about 20 columns.

The type formerly was set by hand and it is now set by machinery. Electric power in all departments has displaced the old-time hand and foot-power.

The Telescope has kept up with the times and ever works for the progress and development, and strives for local betterment. As an instance along this line we notice in a recent issue, the awarding of five prizes offered by the Telescope for the handsomest and best kept lawns. Not only are prize-winners and awards for this year given, but also the names of the prize-winners for the four previous years, who were barred from this year's contests.

Long live every newspaper, that ever takes an optomistic view of affairs, boosts instead of knocks, and endeavors to help toward greater beauty and productiveness in town and country.

JOHN M. JULIAN, EDITOR OF THE SALISBURY, N. C., POST.

Born in Salisbury, N. C., thirty-seven years ago of a worthy ancestry, John Moose Julian, when he died, of Pellagra, on Friday, September 9, 1910, might have been called the chief of his name. His father, who went not long before him to the other land, was for three terms sheriff of Rowan County and was also a successful banker and business man. His mother was a member of the Moose family, long prominent in Rowan County. John M. Julian's home influences were excellent, and that he did them credit all who knew him will attest.

Prepared for college at Church High School, Salisbury, Julian entered the University of North Carolina in the class of 1895, becoming a member of the Phi Gamma Delta Greek-letter fraternity. He acquitted himself well at college, specializing in English and the work of the University's famous debating societies, buet felt the call of newspaper work after one year. He was first connected with the Salisbury Daily Herald, then became editor and publisher of the Evening World, then editor of the Truth-Index, then editor of the Evening Post, in which last position he died. During this period of active life he twice represented his county wis distinct credit in the State Legislature; for a time he also held a United States Senate clerkship under Senator Lee S. Overman, a lifelong and intimate friend.

Always a pleasing writer, Julian was also an orator and one of the best fellows in the world. Every member of the North Carolina Press Association was conscious of a personal loss when he passed away. An excellent name and a bright memory descend upon the young wife and children whom he leaves behind.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Department to Harry M. Basford, 237 Temple Court, Denver, Colo.

ALL printers and publishers of the country are indeed waking up to the opportunities they have before them to increase their business by using some of the same product they have to sell, judging by the large numbers of samples of advertising that I have received during the past month. From all parts of the country have come samples of advertising for the printing and publishing business, much of it highly attractive and capable of producing business from the field in which it is circulated.

The printing trade is indeed advancing, and along the lines where there was most need for improvement. For years printers have been unusually enterprising in adopting new machinery and devices for improving their product, but heretofore they have generally been slow in adapting their business methods to the changing conditions of the business world, by which competition is daily becoming keener and margins of profit smaller. The interest in improved cost finding methods is rapidly extending from the larger city shops to the smaller printers throughout the country as evidenced by the reports made at the Third International Cost Congress at Denver last month; and along with the new absolute methods of cost finding comes more and better advertising. It is a truthful statement that the printers and publishers of the country are giving more attention to their own advertising than they have ever given before. By a proper use of the printed advertising which they sell to others their business can be materially increased and their field of operations enlarged, both at a minimum of expense, the advertising printer having an actual money advantage over every other advertiser in every detail of the cost of reaching the public except the single item of postage. Short-sighted, indeed, is the man in the trade who refuses or neglects to make liberal use of printed advertising in the conduct of his business. Even the proprietor of the smallest print-shop can do something along this line and the examples of the trade are before him, for the large printing plants of the country are now liberal advertisers and by copying their work in this line in an entirely ethical way, the small printer can materially benefit from their experience and in proportion to the size of his plant and his field can reap equally well with them in increased custom and profits.

An example of the advertising of one of the old plants of the country which in recent years has put out some unusually good advertising, is the Pioneer Company of St. Paul, Minnesota.

Some of the finest examples of publicity for printers that I have seen come from the presses of the Pioneer Company, and the continued use of printers' ink is undoubtedly benefiting this house largely, as house organs, folders and other forms of printing continue to be mailed over a wide expanse of territory. One of the best efforts of this house is a series of folders, each number in consecutive order and advertising some one of the many branches of the business. All of these are of a size to fit a 6¾ envelope and are printed in several colors, each one being a powerful advertisement of one line of work and the series having value that is an important feature of all advertising.

Following is the text of folder No. 10, which gives a general idea of the kind of copy used in

the series. It was printed in three colors with the date of the issue and an artistic design to add to the attractiveness. The Pioneer Company imprint was also a prominent feature on one page:

THE ARGUMENT.

PRINTING no longer means merely the association of type and paper. The printer of today is called upon for methods, plans, sketches, designs and suggestions of the completed work; in other words, he must have a combination of advertising knowledge, artistic ability and mechanical excellence in order to meet the exacting demands of buyers of good advertising matter.

¶The Pioneer Company having its own art department and experienced men in every division of its establishment produces the best in this class of work, as is evidenced by the constantly increasing circle of clients both at home and abroad.

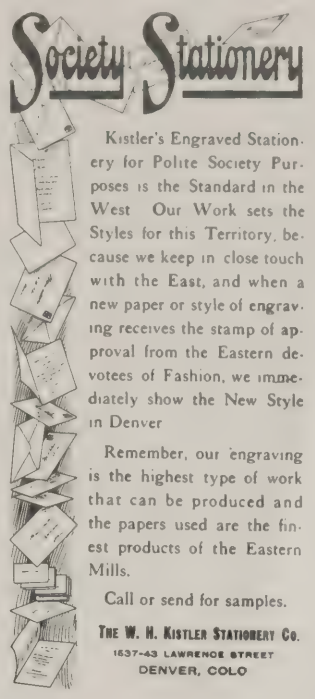
The matter of imprints is one that every printer should consider carefully. The mark of the printer should be used on every piece of creditable work possible and if you doubt the advisability of thus marking your product, look

around you and note that almost every manufactured article is now marked with the name and address of the manufacturer, so that the buyer cannot consistently object to the printer imprinting his work. The imprint should not be too large nor conspicuous, and there are some jobs where it might be good judgment to leave it off, but these are few. In selecting an imprint a design of some kind is preferable to setting the name in type. A distinguishing design is easier remembered and has more individuality and hence more advertising value than plain type. A simple design is best and it should be such that will print well on any kind of stock. It should also be adaptable to reproduction in a variety of sizes so that it will be plain and distinct whether large or small.

The accompanying reproductions of imprints and trade-marks show the kind of distinguishing marks that are best adapted for the printer, for the reasons set forth above.

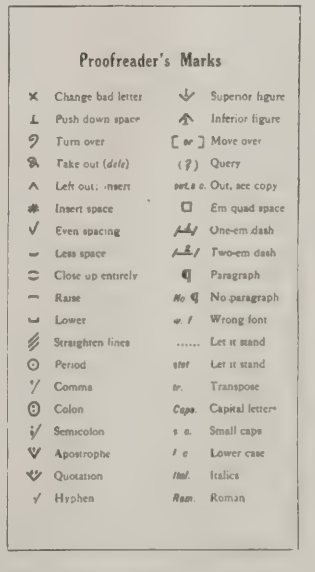
In advertising for printers it is usually best to take up a certain line of work and promote business for that department rather than to try and take up the entire range of printing which the shop is capable of handling in every ad. A better distribution of the advertising can also be gained in this way. For instance, an advertisement of society stationery should reach society people, either through direct mailing or by publishing in papers that reach this class of people. Printed publicity is used by business men and advertisements of this kind of printing should be placed in mediums most likely to reach these buyers.

The reproduced small newspaper ad is shown to illustrate how good and attractive display can be secured in a small space in papers where the rates are high. The entire ad was designed to


Society Stationery
Kistler's Engraved Stationery for Polite Society Purposes is the Standard in the West Our Work sets the Styles for this Territory, because we keep in close touch with the East, and when a new paper or style of engraving receives the stamp of approval from the Eastern devotees of Fashion, we immediately show the New Style in Denver
Remember, our engraving is the highest type of work that can be produced and the papers used are the finest products of the Eastern Mills.
Call or send for samples.
THE W. H. KISTLER STATIONERY CO.
1637-43 LAWRENCE STREET
DENVER, COLO

make the most of a small space and while it occupied only five and a half inches single column, the ad was quite noticeable on a page where there were ads much larger.

A number of printers are educating their trade in the proper marking of proofs by showing the ordinary proofreaders' marks in connection with



their advertising. Trouble is often caused by the ignorance of the customer in not knowing how to properly mark the errors or corrections he desires to note on the printer's proof of his

job, and education of this kind is designed to make the work of the shop move more smoothly, saving time and avoiding errors in the completed job.

Folder No. 4 of a Series

The Coyle Press of Frankfort, Ky., is doing some excellent advertising and recently issued a house organ in the form of a small newspaper that is full of good things from a literary standpoint and of business bringing suggestions in a practical way. Even the poets have been drawn on for quotations pertient to the business and the high aims of the Coyle Co. The following clipping is worthy of note, indicating that even the clergy is beginning to take a lively interest in the work of the printer:—

It was recently suggested by an Oak Park (Ill.) Congregational pastor that the shabby printing of the marriage licenses in Cook County is helping to increase the number of divorces. He declared that the "measly appearing" marriage licenses secured at the county building in Chicago are a disgrace to the community and a shock to artistic sense. In other words, he stated that "sloppy" printing has a tendency to make "sloppy" morals, and when appearing in the nature of marriage licenses has a demoralizing effect on the bride and groom.

Following is one of the good ads of the Coyle Press, which illustrates the trend of the better business men of the trade in their advertising, the idea being to give the public a proper respect for work that has quality to recommend it instead of the matter of price. Advertising of this kind will pay dividends indirectly, although the direct results may not be particularly notable:—

DIVIDEND-PAYING PRINTING

IS not a hard thing to obtain, if you will only go at it in the right manner, but you should not expect to get a first-class piece of printing by going from shop to shop and accepting the lowest bid, regardless of the class of work you will get in the end. Nine times out of ten you will get something that misrepresents your house and drives business away, instead of obtaining a class of work that will show you up in your true light and bring trade to your house. Would you purchase goods from a drummer in overalls? We don't believe you would. What right, then, have you to expect the buying public to patronize your firm when you issue shoddy printing matter? As you well know, you are "judged by the company you keep" and as your advertising literature is your silent salesman, you are judged accordingly. It is not at all necessary to have a longwinded story, but it is a very essential that you have your matter so attractive that the receiver is compelled to take a second look at it before casting it in the wastebasket. Your story should be told in as few words as possible, but the most important part is to have the matter attractive, and something that's out of the ordinary.

You have read what competent judges have to say about our work, and we would like to "show you" that we "deliver the goods" when it comes to good printing. We will gladly furnish you estimates on anything in the printing line you may want, from a one-inch label to a newspaper, and we will deliver your job the EXACT DAY WE PROMISE YOU.

THE COYLE PRESS
Printers of Everything
Near Main and High - - Frankfort, Ky.

I am reproducing this month another of those very attractive silhouettes which have been used with great success by newspaper advertisers because they stand out on the newspaper page and are sure to attract attention to the ad they illustrate. These drawings are the work of a young lady, Miss Lily Peterson of Denver, who has

been making a specialty of this one style of illustration, and has developed it to a point that is not approached by any other artist in this country. Combining the old-time silhouette with the more modern cartoon an effect is secured that, for advertising purposes, especially in newspapers, can hardly be excelled. If a newspaper will keep on hand a number of cuts as good as the one shown, for use in advertising various lines of business, contracts can be secured with advertisers by offering them the use of the cuts in their ads when all other arguments fail. A live advertising solicitor knows well the force of offering a reluctant advertiser the free use of cuts in signing him up for a contract and the small cost of the cuts to the publisher is more than offset by the profit on the contract. The artist referred to has just gone from the west to New York, but the editor of this department can inform publishers how some of the cuts made from her drawings can be secured at small expense if they will correspond with him direct.

UNITED TYPOTHETAE OF AMERICA.

The Bourse Building.

Franklin W. Heath, Secretary.

Philadelphia, September 26, 1911.

National Printer-Journalist, B. B. Herbert, Editor, 4618 W. Ravenswood Park, Chicago, Ill.

Dear Sir:—I enclose, herewith, a statement by the representatives of the United Typothetæ of America on the Joint Committee for consolidation of the various printers' organizations which met in Denver, September 4-9. This statement sets forth the attitude of the Committee and the delegates attending the Convention on the proposed Constitution which was voted for adoption by a vote of more than five to one. It will be sent out for referendum in a few days. I will be glad to have the enclosed statement published in the next number of the National Printer-Journalist.

Yours very truly,

FRANKLIN W. HEATH.

Statement by the U. T. A. Members of the Joint Committee on Amalgamation.

That our members may understand more thoroughly the efforts made at Denver toward consolidation, and particularly in view of the fact that some members of the joint committee, representing other organization than ours, have issued and had printed in the daily papers a statement of their ideas of what was accomplished and the present status, and have made serious accusations against our organization, it seems fitting that your committee should review what transpired in Denver and some of the conditions which influenced them.

There was a meeting held on Tuesday morning in the Brown Palace Hotel, in Denver, of various representatives of the Ben Franklin Clubs and the Printers League of America. Late Tuesday afternoon this committee formulated a request to the United Typothetæ of America in convention assembled and had it placed before that body. This was done without the previous knowledge of the officers or members of your organization. The request stated that the other printers organizations were willing to accept the name of United Typothetæ of America. They desired that the constitution and by-laws to be adopted should be those that had been prepared by Mr. Hartman and Mr. Wray, and submitted to and approved by the Ben Franklin Club of Chicago. They further requested that the organizations which they represented should have official representation on the Executive Committee and among the officers.

The United Typothetæ of America Convention, on motion, appointed a committee, as requested, to meet with this committee then in session. The U. T. A. committee met in joint session with the committee of the other organizations and more thoroughly formulated their request. This was returned to the U. T. A. Convention, and upon earnest representation of our committee they were authorized to go back and see how close they could arrive at a conclusion. Although requested by our own officers to revise the present constitution of the United Typothetæ of America, we found the desire of the other representatives so strong that we finally conceded to attempt to adjust their proposed constitution so as to meet our joint views. After laboring two days and two nights we finally succeeded in getting the constitution in such shape that it could be submitted to our convention, it having been approved by every member of the joint committee representing both sides.

All day Friday was devoted to an executive session of the U. T. A. Convention, and finally, with slight amendments, the Constitution and By-laws presented to that Convention by the joint committee was approved. Your committee was instructed to return to the joint committee and present the changes, but no longer acting as a committee on conference, but only as a committee of notification. This was about six o'clock on Friday evening. The new constitution provided for an additional Vice-President and for twenty-five members of the Executive Committee. It being so close to adjournment, the nominating committee, which had been appointed before we had any knowledge that we would have a communication from outside sources, and the officers and executive committee were elected for the ensuing year, as was necessary until the new constitution became operative.

Should the new constitution be adopted on referendum, there is still a vacant Vice-Presidency and five members of the Executive Committee to be selected—presumably to represent the new members which will be taken in. The other half of the joint committee made no serious objections to the constitution and by-laws which had been adopted. The only comment that our committee heard was that we had not reduced the dues. The U. T. A. convention felt that it would be unwise to reduce dues from what they are until after consolidation, when we would be able to determine how much money would be needed to run the new national organization. The initiation fee, however, was reduced from $10.00 to $5.00, and it was expressly agreed that any members coming in as a body would be exempt from this.

When your committee stated the conditions of the United Typothetæ of America to the joint committee from the other bodies, they were in a position to give the representatives of the other bodies definite information as to membership, income, and present financial conditions. It was unfortunate that the representatives, particularly from the Ben Franklin Clubs, did not have a list of the actual number of clubs or names that they represented, nor the number of members that these clubs possessed, and they frankly admitted that they could not advise us as to the probable number that would join our body. Nor could they advise us as to the number of Ben Franklin members who were also members of the United Typothetæ of America. Neither could they give us any idea of the probable income which their membership would supply to the national body. It will readily occur to our members that under the circumstances it was a very uncertain condition that we were confronting. There is undoubtedly a large part of our membership members of Ben Franklin Clubs who would naturally not wish to pay national dues twice. There are a large number of prospective members from Ben Franklin Clubs whose dues would be the minimum of $1.00 per month, and our experience has shown it costs over $1.50 per month per member.

Early in the proceedings these representatives also advised us that they were not authorized to bind any Ben Franklin Clubs by their votes, and that anything done in Denver was done subject to a referendum vote of the Ben Franklin Clubs over the country.

This rather lengthy explanation is given our members that they may better understand that their committee had no very definite facts to work with as to the future.

Had the distribution of the offices been made as desired by the representation of the other organizations, there is no question but that the consolidation would

have met with their approval. In view of the uncertainty of what they had to offer, it was very hard to determine what was a reasonable proposition of the officers and members of the Executive Committee for each side. The original requests from the Ben Franklin representation were, to say the least, startling, and these were greatly modified. We do not want to put the onus of the misunderstanding upon anyone, but it was the conclusion of our committee that had we been willing to provide offices for the members of the committe who were representing the Ben Franklin movement, and who were also the suggested candidates for these offices, there would have been no interruption in the proceedings. Our members should bear in mind that there were a large number of members of the Ben Franklin Clubs in our convention; they made themselves heard in the discussions, and it was largely due to their influence and votes that this new constitution was made as broad and liberal as it is. Your committee did not hear a single criticism from a member of the Ben Franklin Clubs who were also in attendance at the convention, but they heard many comments of approval and satisfaction. We labored long and carefully to accomplish what we all desired and our conclusions were that the only thing that prevented unanimous action on all matters was the personal equation in regard to office. We tried to explain that all of us must put up with some things not entirely satisfactory until the next annual convention, when the majority in attedance there would be the proper ones to select officers and members of the Executive Committee; also to determine the necessary dues and income for the ensuing year.

Mr. Chas. Francis presided as Chairman of the Joint Committee in a fair and impartial manner, and the two members of the committee who had membership in both bodies did yeoman service in smoothing the way.

In conclusion your committee believes that the convention has adopted a very broad and liberal constitution and by-laws; that all printers in this country can come together under them, knowing from expressions that a good percentage of the representation of the Ben Franklin Clubs at Denver from various parts of the country were entirely satisfied with what was done, and that they are willing to so recommend to their respective organizations at home. It is not for your committee to criticise the attempt to create a false impressions by rush ing into the Denver papers after the convention had adjourned and most of those in attendance had left the city.

This constitution and by-laws was submitted to the Cost Congress, after adoption by our body, and was carried by that body by a vote of 66 to 16, so that those in attendance at the Cost Congress viewed the matter in the same light as we did, and voted that those present return home and urge all printers to join the United Typothetæ of America.

Consolidation of this type is always a question of give and take, and your committee is frank to say that the United Typothetæ of America is going a long way towards offering the opportunity for a national body, and they believe the way is now open for all who are sincerely anxious for its accomplishment to join with us.

Respectfully submitted,

H. W. MEYER, Milwaukee.
H. P. PORTER, Boston.
ROBERT SCHALKENBACH, New York.
A. E. SOUTHWORTH, Chicago.
E. LAWRENCE FELL, Chairman, Philadelphia.

INDIANA ASSOCIATED PRESS NEWSPAPERS.

Col. Henry Watterson, the distinguished editor of the Louisville Courier-Journal, and nestor extraordinary of American editors, was the guest of honor and principal speaker at the second annual banquet of the Associated Press Newspapers of Indiana, given on the evening of September 21st, in the large dining-room of the Columbia Club of Inidanapolis. The banquet was presided over by F. A. Miller, editor of the South Bend Tribune, as toastmaster.

The tables were magnificently decorated with an abundance of many colored flowers. At the speakers' table delicately tinted pink flowers formed two large letters, "A" and "P" and suggested the name of the greatest news gathering organization in the world.

Arriving in Indianapolis at noon, Col. and Mrs. Watterson became guests of former Vice-President Charles W. Fairbanks. Before the dinner, Col. Watterson was tendered an informal reception in the Columbia Club, where he met many of the leading editors and other prominent men of the State and was given an exceedingly cordial greeting.

The dinner was interrupted by the presentation to George M. Cook, retiring Indiana manager of the Associated Press, of a magnificent loving cup of gold and silver with stag-horn handles and mounted on an ebonized base. The presentation was made by Mr. Miller on behalf of the Association of Indiana Associated Press Newspapers, and as the inscription indicates, in recognition of Mr. Cook's very valuable services in building up the Associated Press service on the Indiana circuit. Mr. Cook has been promoted to the Washington, D. C., office of the Associated Press and will assume his duties early in Otcober. He is succeeded in Indianapolis by Horace Lancaster, an energetic young newspaper man of years of experience, who has been night assistant in the Indianapolis office of the association. The presentation of the cup was to have taken place at the conclusion of the speaking program, but owing to the illness of Mr. Cook, who was obliged to leave the banquet hall before the dinner had been completed, it became necssary to make the presentation earlier. Mr. Cook responded in an excellent and feeling speech in which he expressed his deep appreciation of the remembrance, his affction for Indiana and for its newspaper men.

The speakers of the evening besides Col. Watterson were United States Senator John W. Kern, of Indiana; former Congressman James E. Watson, of the Sixth Indiana District, and former State Senator Oscar E. Bland of Linton, Ind. All of the speakers were most cordially received, while an ovation was tenderd Col. Watterson. It was one of the greatest receptions he has ever received from newspaper men and was a high tribute to his journalistic greatness and a suggestion of the love and affection borne him by the newspaper men.

In the afternoon, the association held a business meeting in the Columbia Club at which the president, Mr. Miller, presided. The constitution was amended so as to make the date of the election of officers the same date as the annual banquet in September. The following officers for the ensuing year were elected; President, R. L. Williamson, managing editor of the Muncie Star; Vice-president, E. F. Warfel, managing editor of the Richmond Item; Secretary, Earl Mushlitz, managing editor of the Evansville Journal-News; Treasurer, Horace Lancaster, Indiana manager of the Associated Press. Addresses of a business character were made by John P. Gavit, of Chicago, Superintendent of the Central Diviion of the Associated Press; Mr. Cook and Mr. Lancaster.

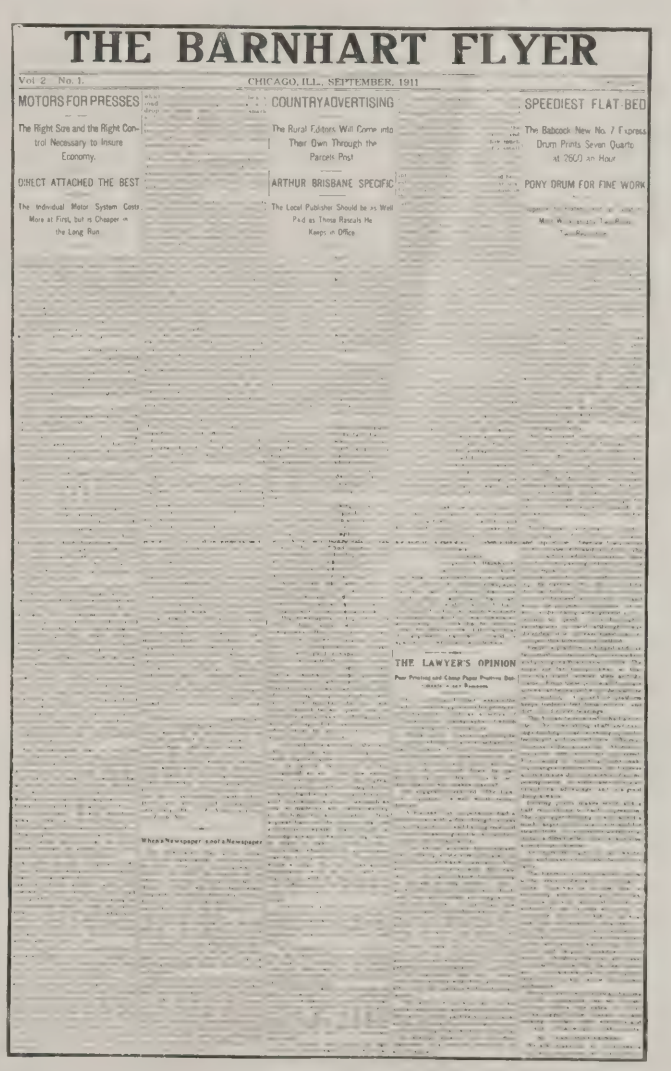
REVIEW OF JOB PRINTING

Address all communications to E. S. HANSON, 57 Washington St., Chicago, Ill.

WHAT a nice thing it would be if every newspaper through the country came out looking as clean, bright, and attractively composed as this recent issue of "The Barnhart Flyer." This is a five-column publication, gotten out primarily to show the styles of type which the Barnhart people make for newspaper work, and is a model which almost any paper might profitably follow. It has one advantage, however, over the ordinary newspaper, in being printed on a better grade of stock than the general publisher usually thinks he can afford. The printer will of course say, also, that it is all printed from new type and there is therefore no reason why it should not be perfect in every detail. The fact remains, however, that almost any publisher and printer could get pointers on styles of headings, make-up and advertising display from this publication, and I want to urge that all those into whose hands it falls, give it careful consideration before consigning it to the waste basket.

* * *

I have several suggestions to make to James E. Loggins, Summerville, Tenn., regarding the samples he has submitted. The letterhead is, perhaps, his best piece of work, but it might be improved very much by having the small type at the left-hand side in a size still smaller and in plain roman instead of the italic. This would give the other italic lines an opportunity to stand out stronger and reach their full effect. The line "Long Distance Telephone" might also be smaller, as it stands out entirely too prominently the way it is. The check for the Fayette Falcon I consider very unsatisfactory. The background, if used at all, should be in a much lighter tint and should have a rule in black around the edge. The check for the Grand Junction Branch is not well proportioned, the line "Grand Junction, Tenn." being entirely too large and the three lines at the top of widely different classes of type being very inharmonious. On the booklet for the Fayette County High School


THE BARNHART FLYER

Vol. 2 No. 1. CHICAGO, ILL., SEPTEMBER, 1911

MOTORS FOR PRESSES

The Right Size and the Right Control Necessary to Insure Economy.

DIRECT ATTACHED THE BEST

The Individual Motor System Costs More at First, but is Cheaper in the Long Run.

COUNTRY ADVERTISING

The Rural Editors Will Come into Their Own Through the Parcels Post

ARTHUR BRISBANE SPECIFIC

The Local Publisher Should be as Well Paid as Those Rentals He Keeps in Office

SPEEDIEST FLAT-BED

The Babcock New No. 7 Express Drum Prints Seven Quarto at 2600 an Hour

PONY DRUM FOR FINE WORK

THE LAWYER'S OPINION

Poor Printing and Cheap Paper Destroy Confidence in Business

Which a Newspaper is not a Newspaper

some other class of type should have been used, as this shaded type does not work satisfactorily on rough stock.

* * *

Another advertising sheet which it has been my good fortune to receive during the past month is "The Frankfort Imp," published by the well known Coyle Press at Frankfort, Ky.

The announcement is made that the "Imp" is published semi-occasionally and that it will be entered as first-class matter or not all all. There is nothing second-class about the "Imp," and it refuses to have any such classification made. It is bright in its matter and attractive in its make-up, even though it uses styles of type which are not generally thought of in connection with newspaper work. I cannot refrain, also, from saying that it makes a typographical

Quality Printing

THE FRANKFORT IMP

Prompt Printing

"Tho an angel should write, still 'tis devils must print."—Moore

VOL. 2—BUT WILL BE OLDER LATER ON — FRANKFORT, KENTUCKY, SEPTEMBER, 1911 — NO. 2

SOMETHING NEW

FOR FRANKFORT PEOPLE

The Coyle Press Is Now Prepared to Do All Kinds of Fine Embossing

Costs a Trifle More Than Ordinary Printing

One of the most pathetic sights in this world is to see a man trying to support an automobile wife on a wheelbarrow salary

WE NEED IT

Don't Send to the Cities For Your Printing.

Help the Old Town Along By Patronizing Home Industry.

HELP US—WE'LL HELP YOU

A PREACHER

Says Shabby Printing Makes Shabby Morals

NEW PRESS

BETTER EQUIPMENT ADDED

The Coyle Press Buys One of The Big Stonemetz Cylinder Presses

Read What Competent Judges Have to Say

WALTER G. GOODWIN

HOLIDAY PRINTING

BRIGHT DAY COMING.

Determined to Be First

"If I were a cobbler, I'd make it my pride,
The best of cobblers to be;
If I were a tinker, no tinker beside
Should mend an old kettle like me.
But whether a tinker, or whether a lord,
Whatever my station might be,
Determined to play second fiddle to none,
I'll climb to the top of the tree;
Let who will be second,
The first I'm determined to be."

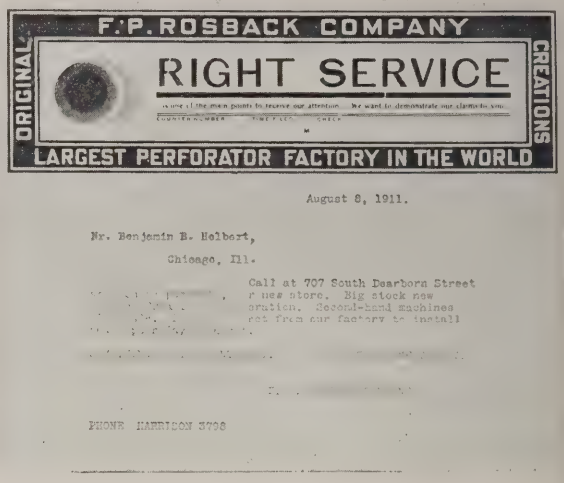
My Work

Let me but do my work from day to day,
In field or forest, at the desk or loom,
In roaring market place or tranquil room;
Let me find it in my heart to say,
When vagrant wishes beckon me astray—
"This is my work: my blessing, not my doom,
Of all who live, I am the one by whom
This work can best be done in the right way."
Then shall I find it not too great nor small,
To suit my spirit and to prove my powers;
Then shall I cheerful greet the laboring hours
And cheerful turn, when the long shadows fall
At eventide to play and love and rest,
Because I know for me my work is best.
—Henry Van Dyke

error once in a while. It might have gained some advantage by using a larger amount of small type, as there is so much display that the effect of it is almost lost. However, it is well worth while and no doubt is bringing money into the treasury of the Coyle Press.

* * *

Everyone is interested in a telegram and lays aside everything else to give one of these yellow missives immediate attention. There is, therefore, a considerable amount of compelling power in a piece of advertising matter which is gotten up in somewhat the form of a telegram. The recipient may know almost at first glance that it is not from the wire; but habit will be so strong upon him that he will read it, anyway. Here is one from the Rosback perforator people with a red heading on yellow paper which I think no one will throw away without first glancing at it. The suggestion



F. P. ROSBACK COMPANY

ORIGINAL

RIGHT SERVICE

CREATIONS

LARGEST PERFORATOR FACTORY IN THE WORLD

August 8, 1911.

Mr. Benjamin B. Holbert,

Chicago, Ill.

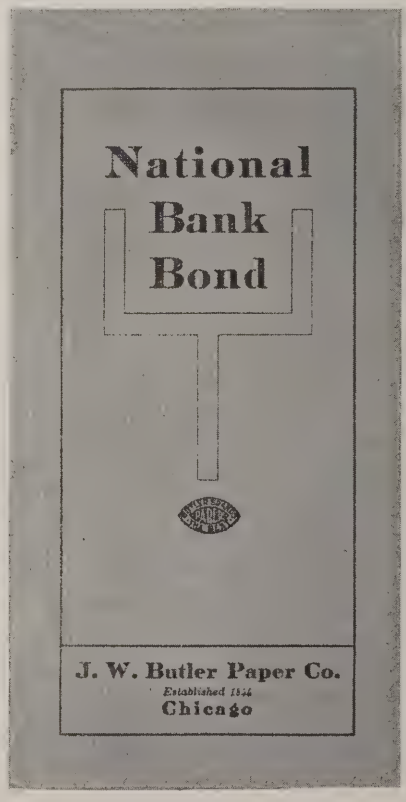
Call at 707 South Dearborn Street
r new store. Big stock new
oration. Second-hand machines
ect from our factory to install

PHONE HARRISON 3708

may be a gool one to a number of printers who lesire something startling for some of their customers.

* * *

The accompanying illustration, which is taken from the title page of a little sample book, is shown for the purpose of illustrating how a page of this kind may be treated in order to square



National Bank Bond

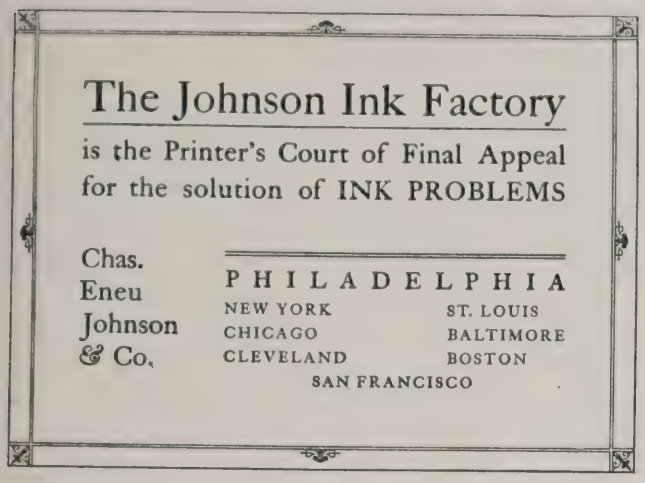
J. W. Butler Paper Co.

Established 1844

Chicago

out short words with a longer one and at the same time give the page a correct balance. I believe this idea will be appreciated by a number of our readers and can be used by them in a number of different ways.

Charles Eneu Johnson & Company, Philadelphia, have just published a booklet entitled "This Is The House That Johnson Built," and carrying the old story through to "the Man that married the Maid that read the Book that the Author wrote that the Pressman printed that



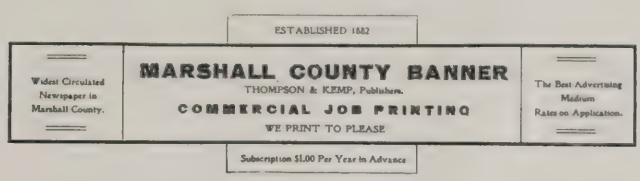
worked for the Printer that bought the Ink from the Man that sold the Ink that was made in the House that Johnson Built." The book contains samples of about as many colors as could well be crowded into eight pages of printing. Some of the type display is most satisfactory, as will be noted from the page here reproduced.

* * *

The Keystone Type Foundry is out with a piece of printing showing their Caslon Lightface Condensed, which is certainly equal to any-

thing in the foundry class. It consists of a sheet printed on both sides and folded into a small cover. The sheet is printed in two colors and one side of it is here shown.

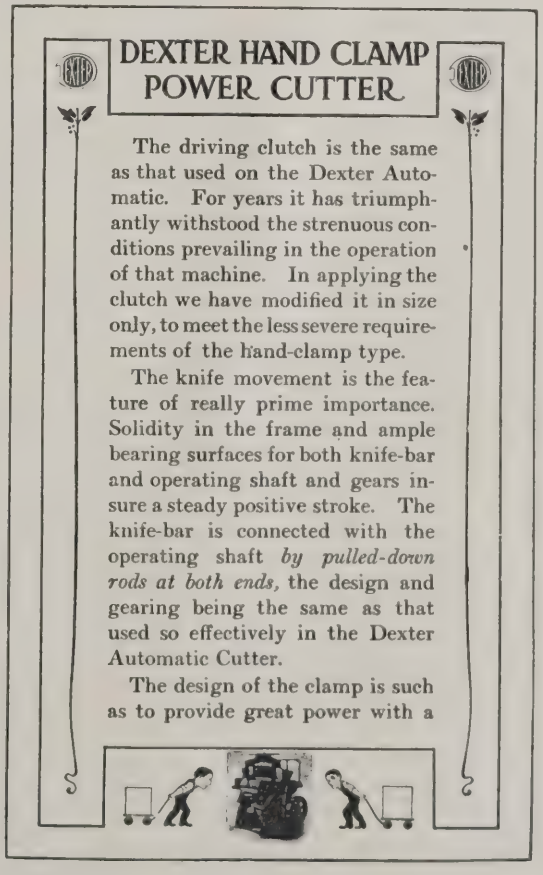
Thompson & Kemp, publishers of the "Marshall County Banner," Argyle, Minn., send me the accompanying letterhead printed by the junior member of the firm, and ask for criticism upon it. The first thing that I notice is that there is too much of the rim shaded type used. It would have been well to confine this type exclusively to the name of the paper. The line "Commercial Job Printing" could have stood it,


ESTABLISHED 1882
Widest Circulated Newspaper in Marshall County.
MARSHALL COUNTY BANNER
THOMPSON & KEMP, Publishers.
COMMERCIAL JOB PRINTING
WE PRINT TO PLEASE
The Best Advertising Medium Rates on Application.
Subscription $1.00 Per Year in Advance

however; but when it was repeated again in the date line I consider that the compositor has far overstepped the mark. A type of this kind is scarcely suitable for a date line under any circumstances. I believe that an attractive italic type in place of the Jenson Old Style would improve the appearance of the head materially. There was nothing better than the Jenson when it first came out, and in fact for several years afterward, but it has now been very generally relegated to the advertising pages.

* * *

I am showing a page from a little booklet sent


DEXTER HAND CLAMP
POWER CUTTER
The driving clutch is the same as that used on the Dexter Automatic. For years it has triumphantly withstood the strenuous conditions prevailing in the operation of that machine. In applying the clutch we have modified it in size only, to meet the less severe requirements of the hand-clamp type.
The knife movement is the feature of really prime importance. Solidity in the frame and ample bearing surfaces for both knife-bar and operating shaft and gears insure a steady positive stroke. The knife-bar is connected with the operating shaft *by pulled-down rods at both ends,* the design and gearing being the same as that used so effectively in the Dexter Automatic Cutter.
The design of the clamp is such as to provide great power with a

out by the Dexter Folder Company, as an example of how ornamentation can be used to

detract from the strength of printed matter rather than adding to it. I confess that I have looked at these pages several times and could not now give an intelligent idea of their general story, rules and ornamentation have so distracted my attention.

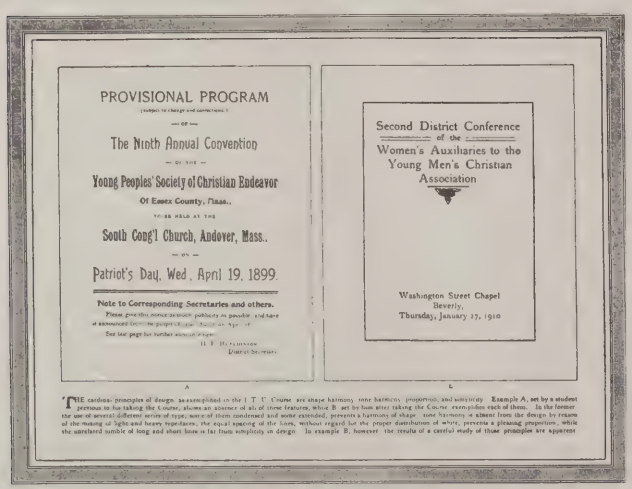
* * *

The Northern Pacific Railway is still sending out a lot of good printed matter, most of which is above the ordinary. The latest thing which calls for comment is a booklet regarding Hunter's Hot Springs at Springdale, Mont. The cover is a most satisfactory combination of orange and blue. A great many of our readers

will lift their eyebrows when they read this, and wonder how it can be; and of course I cannot show you the colors themselves to prove to you that I am right. The inside pages of the booklet show a most pleasing balance of headings, half-tones and text matter, which is not always found in these booklets, as I have commented on before.

* * *

I am glad to receive a copy of the Third Annual Booklet explanatory of the work being


PROVISIONAL PROGRAM

— OF —

The Ninth Annual Convention

— OF THE —

Young Peoples' Society of Christian Endeavor

Of Essex County, Mass.,

TO BE HELD AT THE

South Cong'l Church, Andover, Mass.,

— ON —

Patriot's Day, Wed., April 19, 1899.

Note to Corresponding Secretaries and others.

Second District Conference of the Women's Auxiliaries to the Young Men's Christian Association

Washington Street Chapel
Beverly,
Thursday, January 27, 1910

done through the Course of Instruction in Printing of the International Typographical Union. This book includes a large number of samples of printing by students of the course made before and after their instruction. These samples surely speak for themselves and no better argument for this course could be made.

* * *

A little folder from one of the foundries reminds me that brass and copper thin spaces are now put up in almost any style to suit the demands of the various classes of printers. There is now no reason why any printer should be without these adjuncts to the best printing, and the man who is without them simply condemns himself as lacking the present-day viewpoint.

* * *

A very satisfactorily printed booklet comes from the School of Printing of Indianapolis, showing the outline of study, etc., for the coming year. It may be of interest to give to our readers the system of operation as outplined in this booklet:

SYSTEM OF OPERATING

The School is operating as a regular office plus the special instruction and training. No commercial work is executed for its return in money profit to the school. All work is laid out to meet the demands of the student. The regular run is seven hours per day on a basis of two hours lessons and lectures and five hours shop practice.

At eight o'clock the student registers in on the calculagraph clock with an individual card. He then receives his working envelope from the foreman containing the schedule of his day's work in the shop, class work time and copy. Every student keeps a time card furnishing an itemized account of his work during the day and this together with his proofs are turned in with his envelope to the foreman at closing time. Instructors' records and students' written work and examinations are added to this and the whole bound into a permanent form each month. By this means an exact account is kept of the actual work of each student. It is possible to show exactly how many hours he spent on each line of work and the efficiency he developed.

The instruction in all mechanical operations and general workmanship is thorough and in addition to this, the student is constantly trained along efficiency lines. He is taught to analyze and discover the better ways and to do things the one best way. He is taught not only how to *make* records, but how to *use* them.

The student is shown from comparison of records what his efficiencies and deficiencies are and the application of the principles of scientific management. Then he develops ability to establish *standards of efficiency from shop records* to increase shop output and to obtain the knowledge that enables him to estimate correctly on time and material in all operations. This is his basis for cost system work that not only shows what the cost *is* but what the cost *ought to be.* The whole system of operation in this school is from the standpoint of actual commercial profit in the trade.

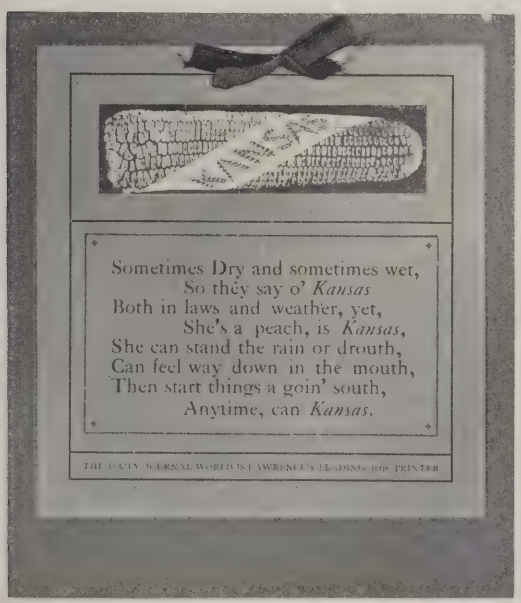
* * *

Levi L. Smith of the Empire Printing Company, Bonner Springs, Kan., sends another bunch of attractive printing which I am very

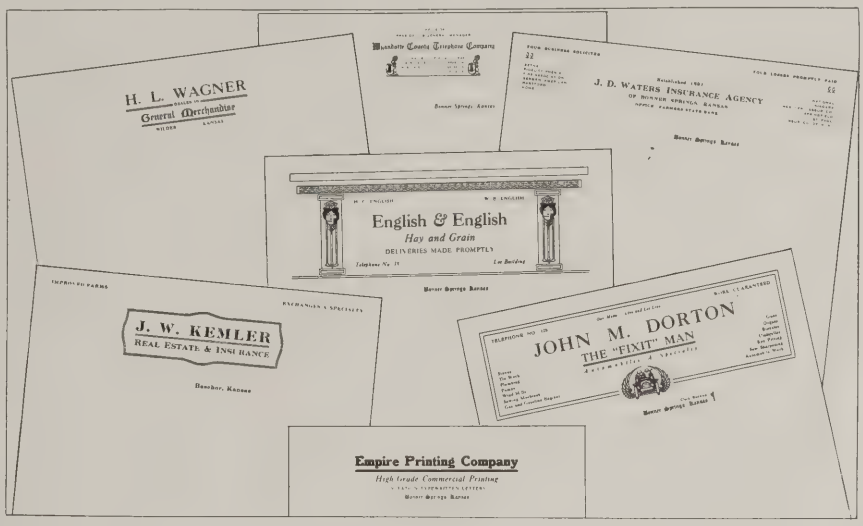
glad to have. A large number of letterheads is included in the lot, almost all of which would bear reproduction, but I shall have to confine myself to just a few. The High School Annual is a most satisfactory piece of work with the exception of the halftones, which were evidently made from poor photographs and were not handled as well as might be on the press. The composition on this is most satisfactory and the cover is a delight.

* * *

This delightful little hanger is from J. L. Frazier, Lawrence, Kansas. Even in the reproduction you can see that it has merit.


Sometimes Dry and sometimes wet,
So they say o' Kansas
Both in laws and weather, yet,
She's a peach, is Kansas,
She can stand the rain or drouth,
Can feel way down in the mouth,
Then start things a goin' south,
Anytime, can Kansas.

* * *

The Chasmer-Winchell Press of New Yor[illegible] and Pittsburg is responsible for an att[illegible] prospectus of Hotel Cape May, Cape May City, N. J., which has just come into my hands. This booklet, however, is the product, very largely, of the engraver, although there are some attractive type pages in it, and the pressman has certainly done his very best.

COST CONGRESSES.

Virginia Printers' Cost Congress is to be held at Richmond, Thursday, Friday and Saturday, October 5th, 6th and 7th. The holding of these cost Congresses by the printers and publishers of the different States is to be highly commended. Not all can attend the National gatherings, besides this, conditions in different States vary and many things are likely to be brought out in State Conventions that cannot be reached or are overlooked in the larger assemblies, and men going up from the State meetings will be better equipped, than otherwise, for understanding and presenting the principles and questions involved.

It was frequently suggested at the Cost Congress in Denver that on account of the long distances necessary to be traveled and the consequent great expense in money and time, that it would be well to have the whole country divided into four or five divisions for holding annual cost congresses, at which the attendance of experts could be secured and then, the holding the National Congress at less frequent intervals, say once in two or four years. The large attendance at the first threee Congresses, however, has shown that the interest is so great and general as to assure a success every year, though as printers become more thoroughly informed, and the knowledge as to cost finding and the resultant efficient shop engineering become more generally diffused, many who have so far attended will find the expense involved is not justified. The discussion and the discussion of the subject of cost-finding can be brought [illegible] is not to be neglected.

[illegible] theta that have been [illegible] in our larger cities [illegible] subjects to be discussed new knowledge

THE SOUTHWEST COST CONGRESS.

Oklahoma City, Okla., November 10-11, 1911.

Now that the Denver Convention is a thing of the past, all eyes are turned to the meeting of the Southwest Cost Congress, Friday and Saturday, November 10-11.

To the Ben Franklin Club of Wichita, Kansas, belongs the credit of starting these district meetings which have been productive of so much good from the basis of Cost Finding, and this, their second meeting will be more largely attended than the first, when over two hundred empolying printers gathered together.

Oklahoma is a fine convention city, and the Commercial Club has indicated its intention to help make the Congress a succes from a social standpoint, while the officers are doing their utmost to arrange a program along the lines established at the National Cost Congresses.

Mr. G. M. Booth, President, is a tireless worker, and he is ably assisted by Mrs. Frank Harmon, Secretary; Mr. L. Zimmerman, Vice-president, and Mr. Connolley, Treasurer. These four persons represent as many cities as their combined influence is felt all over the States rpresentd in the Southwest.

Dallas, Texas, will send a carload of printers, and many sections will be equally represented.

Every employing printer of the Southwest is urged to make this a little holiday trip, see Oklahoma City and get together with his neighbor and exchange experiences.

COMMITTEE ON ONE INTERNATIONAL ORGANIZATION.

Temporary Office, 601 Monadnock Block.

Chicago, September 25, 1911.

To the Printers of America, Greeting:

To the Printers of America, Greeting:—

You have been led to believe that at the Third International Cost Congress held in Denver, September 7, 8 and 9, One Great International Organization would be formed.

It is with deep regret that we are compelled to announce that the negotiations fell through entirely and that—so far as can be seen—the prospect of One Great Organization is still but a hope of the great mass of the members of the Ben Franklin Clubs of America and other organizations.

On Tuesday, September 5th, a committee consisting of Messrs. Francis, Hartman, Deacon, Ellick, Wedekemper, Meyer and Braunwart, after a lengthy discussion, decided to offer the following proposition for One International Organization.

"We agree to the name of the United Typothetæ of America.

It is agreed that a committee of nine members be appointed by the United Typothetæ of America, of which the other organization shall select four members to revise the Constitution and By-laws

That the dues for the Unit[illegible] America and all other members shall [illegible] in the existing United Typothetæ [illegible] and By-laws until the new C[illegible] are adopted, except that m[illegible] ns whose annual payroll d[illegible] minimum combined l[illegible] per month, 50 per c[illegible] treasurer of the U[illegible] the local bodies [illegible] mit the same qu[illegible]

It is agreed that if the joint committee is able to report a satisfactory Constitution and By-laws before the final adjournment of the combined meetings at Denver, then a Nominating Committee shall be appointed with a joint representation to nominate Officers and Committeemen for the ensuing year."

The proposition was presented to the United Typothetæ of America and a committee appointed consisting of the following:

Chas. Francis, represetnting the Printers' League of America, and the Master Printers' Association of New York, Chairman.

William J. Tartman, H. C. Wedekemper, R. T. Deacon, representing Ben Franklin Clubs.

E. Lawrence Fell, Robert Schalkenbach, H. W. J. Meyer, A. E. Southworth, Henry P. Porter(representing the United Typothetæ of America.

George E. Wray was asked to act as Secretary of this Joint Committee.

The Joint Committee threw out all the drafts of constitutions and by-laws that had been drawn up except the one known as the Hartman Constitution.

Under the above tentative agreement the members of the joint committee worked until 8 P. M. on Tuesday. During the night the new constitution was put in type and galley proofs secured by 8:30 Wednesday morning.

On Wednesday morning the galley proofs were taken up again and considerable overhauling was done; the Committee then took up the By-laws and worked on them the rest of the day. The Constitution and By-laws were then revised in type and submitted to the committee on Thursday morning and again they were amended. Later on Mr. Porter and the secretary were instructed to make the necessary changes in the style and language of the new Constitution; these gentlemen dipped their pens into the inkwells of English undefiled and produced a model Constitution and By-laws for the One Great Organization to be known henceforth as the Constitution and By-laws of the United Typothetæ of America.

These were signed by every member of the Joint Committee, and the signatures duly attested by the secrtary.

During Thursday night copis were struck off and the five members of the committee from the Typothetæ reported the same to the Typothetæ Convention, which asked for the use of the hall from 9:00 to 10:00 o'clock Friday morning. Everybody supposed that with the report of the committee of five the rank and file would show their confidence in their committee by accepting and adopting the new Constitution and By-laws. Not so, however. The members of the Typothetæ Convention in executive meeting analyzed the new constitution paragraph by paragraph. They added three or four paragraphs barring from membership officers of labor organizatons.

Eventually the delegates took a rest from their labors at 6 P. M., Friday, their committee returned to the other portion of the Joint Committee with their report. The further amendments were being read and analyzed when a member rushed into the room and said: "Boys, they have elected their officers and it looks as though they have broken faith with us entirely. Cushing is president, Glossbrenner is vice-president, Courts is second, Borden is third, and Southworth is treasurer." Mr. Fell, Mr. Porter and the other members of the Typothetæ Committee seemed as greatly surprised at this announcement as were the other members of the Joint Committee.

This breach of agreement, as understood by the Joint [illegible]mmittee, coupled with the raise of fifty percent in dues, [illegible]bling the minimum dues, was more than the other

members of the committee could stand, and the following reply was sent to the Typothetæ Convention:

To the United Typothetæ of America:

In accordance with our request you sent a committee to consult with us in regard to the formation of a new international association to be known as the United Typothetæ of America and to form a new Constitution and By-laws for the new organization. These matters having been completed, we find that you have made an important change in the membership dues, and also that you have elected officers for your organization; and we desire to know whether your body expects control of the new oragnization by means of the officers you have elected, or whether you intend to allow the new association to elect its officers. If the former is your intention then the formation of a new or reorganized Typothetæ has been voided by your action and it is impossible for us to join your organization.

Thanking you for your serious consideration of the matter and assuring you of our good faith for the formation of one organization, we are

Yours very truly,

G. E. WRAY, Secretary, Joint Committee. CHAS. FRANCIS, Chairman.

This communication was handed to Mr. Fell and by him read to the Convention. Mr. Fell had prefaced his report by saying that the attention of printerdom was centered on the work of the convention regarding amalgamation. The meeting with the representatitives of Ben Franklin Clubs and other organizations had been highly satisfactory. The other committee had come to the Typothetæ with an extended hand far beyond their expectations. Men who had planned for another internatioal orgaization and who had done much splendid work for the trade in general, had shown a willingness in view of the larger interests of the industry to lay all their plans aside and work heartily for the furtherance of the general welfare. The position of these men should be fully appreciated by the members of the Typothetæ as they certainly were appreciated by the members of the committee.

Enclosed is a copy of the Constitution and By-laws as agreed upon by the Joint Committee and as amended by the United Typothetæ of America Convention (the changes being in black face type); and also a copy of a proposed Constitution and By-laws for the Ben Franklin Clubs of America. Under which of these are you willing to unite for the uplift of the printing industry?

The Ben Franklin Club movement is spreading out everywhere and voluntary clubs are springing up spontaneously without expense to any national organization. Hence we believe the dues called for by the United Typothetæ of America are excessive.

The members of the committee reprsenting the organizations referred to were and are sincere in their efforts to form One International Organization, but they do not believe the members of their organizations will be willing to pay the high dues called for in the amended Constitution and By-laws as adopted by the United Typothetæ of America; nor that they will agree to some of the amendments added to both Constitution and By-laws by that body, and the committee is of the unanimous opinion that the international dues should be the amounts called for in the Constitution and By-laws for the Ben Franklin Clubs of America, believing that the bulk of the money collected by local organizations should be spent locally for the benefit of the contributors.

Therefore this communication with enclosures are submitted to local associations of employing printers in order to obtain the views of the members as to what kind of an international organization they desire to have formed.

We desire an early reply and hope that you will give this communication, these Constitutions and By-laws and the ballot your earnest consideration.

Yours very truly,

CHAS. FRANCIS, representing the Printers' League of America and the Master Printers' Association of New York;

WILLIAM J. HARTMAN, R. T. DEACON AND G. H. GRDNER, representing Ben Franklin Clubs.

G. E. WRAY, Acting Secretary, 601 Monadnock Block, Chicago.

St. Louis and Cleveland, representing 146 members, have already unanimously decided to support the International Ben Franklin Club movement.

Trade School Instruction and Co-operation

It is an age in which schools of printing for the fitting of youth for the proper entering upon this high calling have become a necessity. The old apprenticeship system is a thing of the past, but the training school is proving a much better method for the developing of workmen of the highest class. You can encourage these and have much to do with fixing their character. In my view, the best training is one that can be conducted in connection with a printing office, the pupils to pass from their studies out under the direction of effective workmen. It is right that you should look to the future of the calling, and your vexations and labors will be much lightened, if there come into your offices intelligent, bright, well-trained boys, inspired with all the best traditions and with a desire to reach highest attainments. There is no other calling among men that promises greater all-around development, greater usefulness and satisfaction than that of printing. In realizing this, you should feel that you are called to a high calling and should rejoice in the privilege of advancing others therein and of placing printing in the highest possible position as an art and as a means for the advancement and conservation of all the highest and best interests of men—contributing to general prosperity, broader intelligence, higher standards in all the pursuits of men, and in all good citizenship, honor and worthiness.

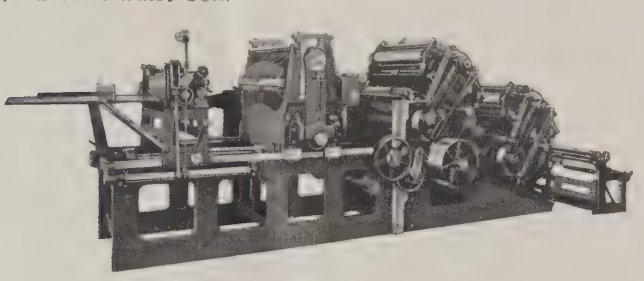
It has been a favorite theory of mine, for years, that while there should be separate organizations of directors and workers, there should be a co-ordination or a reciprocity among all these organizations and stated joint meetings of associations of workers and master printers or employers. This plan has been adopted in Sweden and I think in Germany. Before being recognized and given positions as journeymen printers, applicants are subjected to an examination by a joint committee from the associations of master printers and workmen, and the proper standing is marked. Then the applicant is assigned to a designated office under a competent foreman and a record is kept of work and the efficiency shown is marked on the card. After having shown proper attainment and worthiness, the card tells as exactly as possible, of acquirements, and is signed and the applicant is recognized as a journeyman entitled to enter the calling as such. He is then allowed half pay out of joint funds for six weeks, or until he obtains a position. After six weeks, if he has not obtained a position, he is expected to seek work elsewhere, or at least, the obligations of the association for his employment cease. B. B. H.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

LATEST IMPROVED PRINTING, CUTTING AND CREASING PRESS.

Taking the board from the roll, the Kidder Press now before you completes the three units in one operation, and without rehandling. Running at the speed of 3,000 impressions per hour, this press can print one or two colors on a form 12 inches by 28½ inches; and any size form in either three or four colors, up to and including 5¾ by 28½ inches. A most important feature is that the cutting and creasing form, which is 20 inces by 30 inches, is locked up in the chase, and as readily adjusted as the printing form on any flatbed press. This point makes it practical for comparatively short runs. Its register is perfect throughout, and for carton making it is a machine worthy of your consideration; capable of turning out a great variety of boxes, from say an inch square carton up to a shirt-waist box.



Eliminate at will the box-making feature, and as a Straight Automatic Printing Press, capable of many colors, it will prove a profitable machine.

One-quarter inch only is required on the edge of the web for the feed rollers. Interlock your boxes on the form; do away with the one-half inch required every few feet for grippers on sheet-fed presses, and then estimate the saving per 1,000 feet of say 30 inch wide stock, running with scarcely any waste with the direction of the web.

The President of a prominent printing company recently saw this machine in operation, and afterwards wrote the Gibbs-Brower Co., General Agents, 261 Broadway, New York City, as follows:

"We wish to thank you for your courtesy in arranging so that we could see this press in operation. It certainly does the work."

The short, concise, characteristic recommendation of a man of business, which clearly shows he was satisfied.

The Kidder Press Company also manufacture a similar machine, known as their No. 10 Press, which is built with a Single Printing Head only, and capable of printing half the number of colors obtainable on the No. 14 press.

Any further information will be gladly biven by addressing the New York office.

Every serious worker in typography realizes what a blessing to him has been the making of type in families—what a great aid this feature has been in raising the standard of printing. He also knows that, until the Monotype became an important factor in machine composition and type casting, it was impossible to obtain in machine-composed type sufficient sizes of a series of a desired family and the necessary ornates with which to compose a large work with some regard for harmany in the choice of faces. To obtain more than enough for body, inserts and subheads with related faces was once an impossibility. The Lanston Monotype Co. foresaw the need of a machine that would furnish enough material for the complete work from title to finis, and this Company can now furnish twenty-four complete series, among which are numbered some of the faces, in the sizes from six point to thirty-six point, inclusive, similar to those most popular with buyers of printing. Some of these very attractive faces, which are used by the leading catalogue printers, were designed for the Monotype Company and can only be obtained in Monotype shops.

Since the recent improvements of the Monotype—the Low Quad Mold, the Cellular Matrix and the D Keyboard—the Company has doubled its efforts to cut new and complete series, and, in addition, is also reviving some of the excellent faces of the old masters. The new series are strikingly original and the old are sympathetically cut true to original designs. The newer faces will soon be ready for display, and will be followed by still others as fast as the designers and cutters can perfect them.

A COMPLETE MODEL ENGRAVING AND PRINTING PLANT IN DENVER.

Denver is a model city; Colorado is in many ways an ideal State as to climate, scenery, products, and society as well as to educational, industrial and civic institutions. At its founding, the State had the experiences, progress, and accumulations of a hundred years of this Nation's existence back of it from which to draw. It is the Centennial State, settled and developed largely by the enterprising citizens from the older Commonwealths of the Republic. Visiting there, one expects to find great institutions as well as mighty mountains; yet, men living in metropolitan cities, further to the East, are prone to think that only in the great centers where numerous people may be served, are possible, large and complete establishments. One is apt to be undeceived in visiting Denver, Colorado. During the recent Cost Congress and the U. T. A. Convention, many delegates from Boston, New Haven, New York City, Philadelphia, Chicago and other important cities of the East and Middle West, visited the establishment of the Smith-Brooks Printing Company in Denver and were surprised and pleased with the extent and completeness of the establishment and with the high character of the work turned out.

The Smith-Brooks Printing Company commenced business only twentyone years ago with a capital stock of $10,000 divided into shares of $100 each, that are now worth $2,000 a share. The business, in its requirements and equipment, has grown from a small print shop to the occupancy of a large five-story building with a two-story annex. The building has been erected especially for a printing office and the other lines connected therewith, and is conveniently arranged for forwarding the work and handling the output.

We were shown through the establishment by Mr. Johnson, formerly a well-known printer of Chicago, and connected with some of the largest establishments in important positions. First, we ascended by elevator to the fifth story and entered the art departments and witnessed the men at work and the upto-date appliances for

the different rooms, beginning with the designing, drawing and the completing the designs in colors; then steel and copper plate engraving; photo-engraving, including a large line of four-color process work and zinc etching, with cameras as large as are made and all modern appliances for making, perfecting and producing plates in the highest styles of the art.

Then came the departments, as we progressed through the different rooms and floors, of lithographing and ruling, in all branches; die stamping and plate printing; blank book and general binding; Monotype and Linotype and general composition; the press rooms equipped with thirty-three different presses, for all varieties of plain and color printing and lithographing; a department devoted exclusively to show printing; and storage rooms for carloads of paper and other stock, and then, in the large two-story annex, an extensive stationery store or department. .

Three hundred people are employed to carry on these various lines of work, running from the boys and press-feeders to the highest paid artists and foremen, with a payroll of over five thousand dollars a week.

To describe the different processes and the arrangements for turning out the work expeditiously would be a pleasure, but is unnecessary in the present advanced condition of perfected, economic shop arrangement and engineering in the best establishments throughout the country.

The Smith-Brooks Company stand in the front rank with the largest and best, both as to equipment and output. Anyone who is interested and wishes to know of the high class of work being done in this model establishment, should write for a copy of "Imprimery," printed by the Smith-Brooks Co., Denver, that shows, in four-color work, some of the most enchanting views and scenery of Colorado, the Yellowstone National Park, in the Rocky Mountain States and on the Pacific Coast.

AUTOPRESS PRIZES.

The Autopress Company announce, for October and November Autopress Operators' Contest, sixteen prizes, viz.:—16 watch fobs. The contests starts October 15, 1911; closes December 15, 1911. Fobs will be engrossed with the name of the winner and the nature of the contest. "A"—Four (4) gold watch fobs, one each to the four operators sending in the best samples of two and three-color work done on the Autopress. "B"—Four (4) gold watch fobs; one each to the four operators submitting the best samples of halftone work done on the Autopress. "C"—Four (4) gold watch fobs; one each to the four operators making the best or highest record for any daily continuous run in eight hours. "D"—Four (4) gold watch fobs, one each to the four operators sending in the largest number of small runs in any one day of eight hours. Full particulars for the contest will be furnished on application to the Autopress Company, 299 Broadway, New York City, N. Y.

An attractive and remarkable display of Gothic faces is made on a folder with the caption, "Some Gothics" sent out by the Mergenthaler Linotype Company—always progressive and keeping up with the demands made on the Linotype machine. These Gothics run in sizes from five point to forty-two point and are calculated to meet the requirements for job and ad work. The pages of the folder are printed in black and red, and are given an additional artistic appearance by the use of very tasty Linotype borders. The Gothics are staple. No other type face lends itself so readily to distinctive display as a plain Gothic. Contrast is secured by using the different sizes, while harmony is retained in the uniform contour of the characters. An office equipped with a complete line of Gothics requires very few other job faces for adequate display. The matrix fonts of the smaller sizes, from 6 to 14 point, each included, put up in neat stained wood trays, are furnished at the low price of $7.50 for cap font of 168 matrices, and complete font of 301 matrices for $13.00.

A neat little pocket-size booklet on Royle Routing Cutters, has reached our desk from John Royle & Sons, Paterson, N. J. It is becomingly, practically illustrated with a view of the Royle Works, and cuts showing their Routing Cutters of every size and style, Routing Machine and Cutter Grinder. The text gives complete information to purchasers, tells how to distinguish between the different styles of routers and imparts helpful suggestions with regard to their care and use. There is a brief, interesting, opening chapter as to the beginning of the manufacture by the firm, more than fifty years ago, and of improvements and progress made in the half century. Pleasing illustrations of work done are also given. The book is free for the asking, and will be found valuable to all owners or users of routing machines.

To illustrate that publicity pays and that advertisers of printing machinery or material cannot always expect to get immediate direct results, we are informed by the Wetter Numbering Machine Company that they have recently received an order for two hundred and sixty machines direct from a printing house in a foreign country, who saw the Wetter advertisement in a catalogue that has been out of print for sixteen years; the customer sending the page of the catalogue illustrating the machine wanted.

PRIZES FOR DESIGNS BY THE PRINTERS.

The E. O. Painter Printing Company, of De Land, Florida, has recently offered prizes to compositors in the company's employ for the best and second best cover page design for a booklet advertising Lake Helen, Florida, and a title page to "Painter's Almanac."

The plan is an excellent one for awakening interest, stimulating effort, generous rivalry, careful consideration and study, and then educating the compositors by a comparison of the products and pointing out the excellences and defects of the several designs. We hope, later, to present some of these designs.

Royal B. Child, a Linotype operator for the compony, took the first prize in the first contest, in which the conditions were: "No ornaments nor ornamental borders, just types and rules. Three stone porofs, no press proofs; two hours allowed; only one design by each contestant, open to the whole force. Proofs to be submitted without comment to man paying for the job and the page used to be declared the winner."

This plan of leaving it to the customer to make the selection might not be considered the best method of deciding as to the highest merits of a design from a printer's standpoint, but, after all, what best impresses and satisfies the customer is of the highest importance to a printing office.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

IF YOUR PAPER NEEDS BUILDING UP WE OUGHT TO GET TOGETHER.

In the past 18 months I have managed a paper in a city of 225,000 in the Middle West. Its circulation has grown by 200 per cent and its advertising by 150 per cent.

In the seven years before that I was one of the chief figures—not the sole figure, but one of three—in building up three other papers.

I want now to put this experience to work so that I will get something out of it. And what I want to get out of it is an interest in the paper I help to build. It will be my life job.

If you have a paper and we need each other, please write J. J. A., care the Chas. H. Fuller Company, Chicago.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

ANYBODY can make good cuts with my simple zinc etching process. Specimens and particulars for stamp. Process $1.00. DAY, WINDFALL, INDIANA.

A NEW PROCESS FOR ENAMELING, GLAZING AND PRESERVING—Manufactures of Art Print, Photographs, Hand Color Work, Calendars, Cards, Leather Goods, Novelties, Fancy Boxes, Post Cards, Posters, Notices, Signs and allied lines can now arrange for this modern, improved method on a reasonable Royalty Basis. Greatly augments the value of everything where applied, producing new goods in a new, attractive way at very low cost. Address, "Diax," care the National Printer-Journalist, Chicago, Ill.

SPECIAL BARGAINS—WE ARE MAKING ROOM for additional stock and therefore giving discounts of from 10 to 25 per cent for cash on all rebuilt machinery. If you are planning to buy now, or in the near future, write or call on us at once. Machinery can be seen in operation. We have the largest stock of second-hand and rebuilt machinery in Chicago. Established 35 years. WANNER MACHINERY COMPANY, 215 W. Congress St., near Fifth Avenue, Chicago, Ill.

To Any Responsible Publisher

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Newspaper Broker **277 Broadway, New York**

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The most successful men are those who "read up" on subjects affecting their life jobs. Here are works which will help anyone in a printing office, from owner to apprentice.

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They help sell printing and give the boys an idea of how jobs should be set. Few type faces and simplicity of arrangement are the prevailing features of these books:

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PROFESSIONAL CARDS AND TICKETS, 25 cents.
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The best trade educator—THE INLAND PRINTER. $1 for four months; $1.50 for six months; $3 a year.

THE INLAND PRINTER COMPANY,

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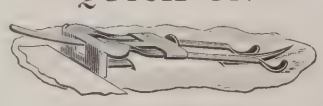

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$1.20 per doz with extra tongues.

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automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan

Only **$4.80.**

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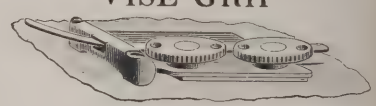

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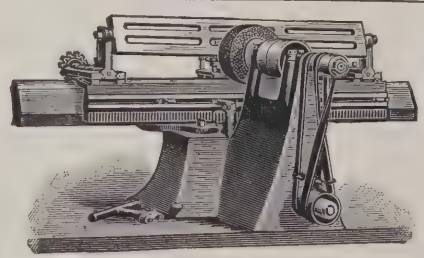
$1 25 set of 3 with extra tongues.



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Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

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The Cleveland Will Cut Your Binding Costs

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Will fold 50 per cent faster than any other folder

The Cleveland Folding Machine is the only Folder that does not use tapes, knives, cams, or changeable gears in folding.

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Makes Accordion—and a number of other—folds that cannot be made on any other folder.

INSTALLED ON THIRTY DAYS' TRIAL and on an unconditional guarantee of absolute satisfaction.

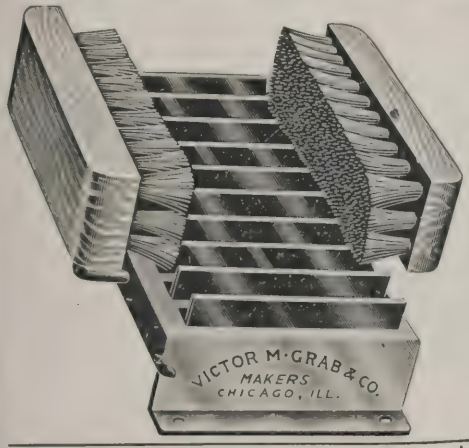
Write for a complete set of sample folds.

The Cleveland Folding Machine Co.
Cleveland, Ohio

Anyone Can Sell Subscriptions by the Aid of

GRAB'S LIVELY PREMIUMS

They have proved their value. They MAKE GOOD. YOU want that kind



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declared by many to be the market The most efficient FOOT SCRAPER made.

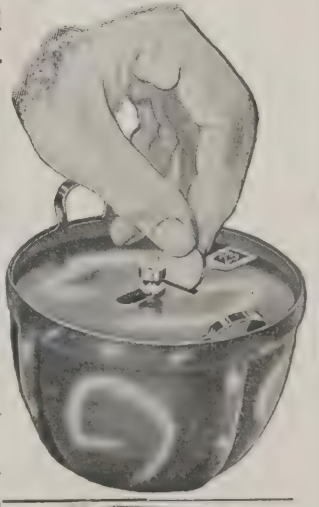
Used with exceptional success by publishers. It brushes sides of shoe and scrapes sole in one operation. Prevents dirt being carried into the house. Fits all feet. Every housekeeper wants one. Has ten parallel cleaning plates. No clogging. Easily swept under. Lasts a lifetime.

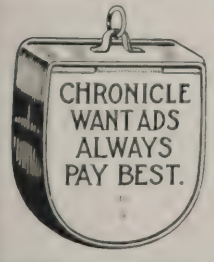
GRAB'S KEY-LESS BASKET BANK

A Favorite Premium for the Whole Family

As Popular as They Make Them

Registers amount deposited, Made of best cold rolled steel, oxidized copper finish, Size 2½x3½ inches. Holds $30.00 in dimes. First dime locks safe, every fiftieth dime unlocks. Impossible to open otherwise, Amounts as deposited are daily registered on face of bank.





THE GRAB LUCKY HORSESHOE BANK

The smallest bank in world. Holds one dollar

Supplied at a very low price in quantities

Here is a premium that can be given away with every advertisement placed in your Want Ad columns The bank will bear your newspaper advertisement stamped on the door and is a constant reminder not only to save money but to read your paper

Victor M. Grab & Co.

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CHICAGO, ILLINOIS

GRAB'S WONDER LIGHTER

A new and taking premium just out Produces a spark which lights all gas and gasoline burners Each lighter good for 5000 lights or flashes. Nice to hang on every gas jet in the house. Does away with litter of half burnt matches and prevents unsightly scratching of wall paper or woodwork Very low price made on them Stamped with your advertisement.

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving, for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
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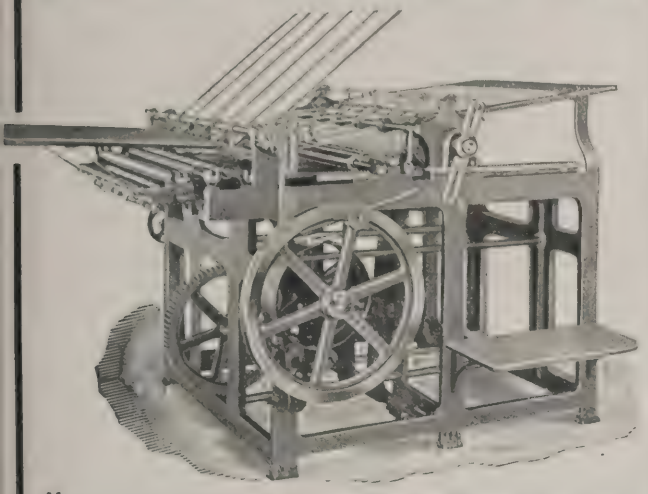
THIRTEEN MORE REASONS

Improved National

Six-Column Folio Newspaper Press



More—Sold last year.
More—Two color work.
More—Easily operated.
More—Satisfied customers.
More—Convenient make-ready.
More—Like design and operation of high priced presses.
More—Fine work per hour.
More—Fine job press work.
More—Fine half tones.
More—Ink distribution.
More—Simple.
More—Of a guarantee.
More—Durable.

Than any other press selling at anywhere near the price.

Sold by All Dealers

For complete description send to

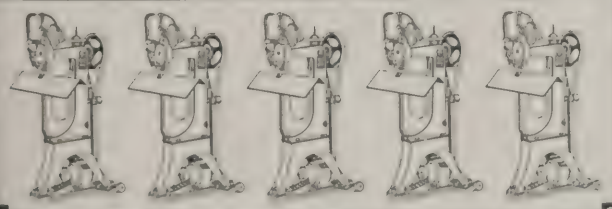
MURRAY MACHINERY CO., Mfrs.
KANSAS CITY, MO.

Does More and Better Work at Less Cost

The "Boston" Wire Stitcher

Because of its single adjustment to the stock to be stitched, will usually get started and do the first thousand in the time another machine is being adjusted, and will do more thousands in a given time, at less cost per thousand, than any other wire stitching machine. It is the minimum cost regulator. Investigate it!

American Type Founders Company
General Selling Agent



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means the putting into every pound of ink the greatest amount of color, permanency, brilliancy and, *of course*, working quality possible for the money obtained.

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The brightest printing minds in America contribute to the columns of
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THE AMERICAN PRINTER
APRIL

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

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"We assure you we appreciate your publication."—Chandler, Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

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Albert O'Donoghue, 317 W. 124th St. New York

Hotel Latham

5th Ave. and 28th St.

NEW YORK

For Permanent and Transient Guests

One block from Madison Square Garden

EUROPEAN PLAN

Sample rooms for commercial men.

Table d'Hote Luncheon, 50c.

Club Breakfast. Also a la Carte

Rooms with use of bath, $1.50 per day.

Rooms with bath, $2, $2.50, $3, $4 per day.

A. L. PRATT, Managing Director

Read by British and Colonial Printers the World Over

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2. per Annum, post free. Specimen Copy sent on receipt of 35 Cen

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, De Montfort Press
LONDON, Thanet House, 231 Strand, W. C.

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
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LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
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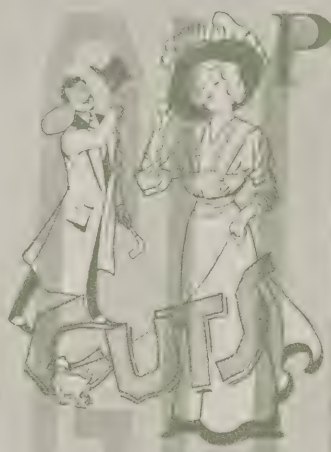
The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

9, No. 11 NOVEMBER, 1911 CHICAGO, ILL.

National Printer-Journalist

BEN FRANKLIN MOVEMENT
MEETING NATIONAL COUNCIL,
N. P. A.



PICTURES have always been the only language that persons of all nations and all ages could understand. A picture with a brief description is a better presentation of any article than pages of eloquence in type.

Every circular or catalog is intended to be a silent salesman. Like the man, it may be genteel and high grade—a **real selling force,** or by its inferiority, misrepresent the superior article it advertises.

Making pictures—**CUTS**—for all illustrating and advertising purposes—is our business.

Without enumerating the different kinds and grades of engravings, the point we wish to emphasize is, that we have unexcelled facilities and capacity for executing large or small orders for any style of cuts or plates for use on the printing press.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

701-721 South Dearborn Street, - CHICAGO

Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a nickelsteel "GLOBETYPE."

INSIST ON THE ANCHOR TRADE MARK
IF YOU WANT SATISFACTION
IN PRINTING INKS

Jaenecke's Printing Inks

ARE THE KIND THAT SATISFY

We make all kinds for all grades of printing. If you are not entirely satisfied with the appearance of your work, you will make no mistake in putting your ink problems up to us. A postal will bring specimen sheets

THE JAENECKE PRINTING INK COMPANY

Main Office and Factory

NEWARK, N. J.

NEW YORK CHICAGO PHILADELPHIA ST. LOUIS DETROIT PITTSBURG

Announcement of Seasonable Goods by our Stationery Department

Unlimited assortment of Staple and Holiday Papeteries.

If you are interested in such goods as are pictured here-get our 1911-1912 STATIONERY CATALOG-mailed free. Ask about our sample proposition. A letter from you will put you in touch with the line you ought to handle. We want your business and can prove it.

BUTLER·BRANDS
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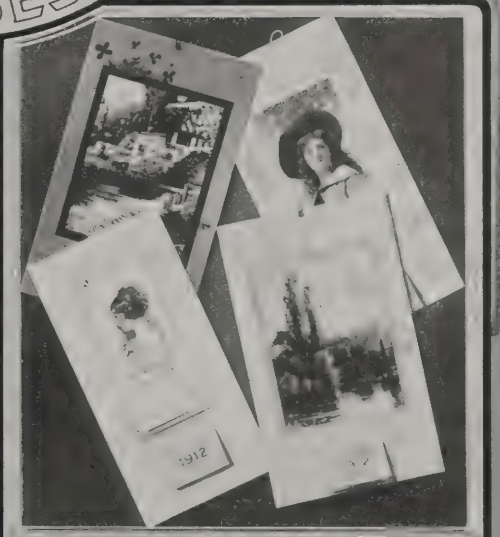
THE BEST

Everything in Engraved Goods Expert Workmanship.

Unparalleled line of Programs, Menus, Folders, Announcements, Etc.

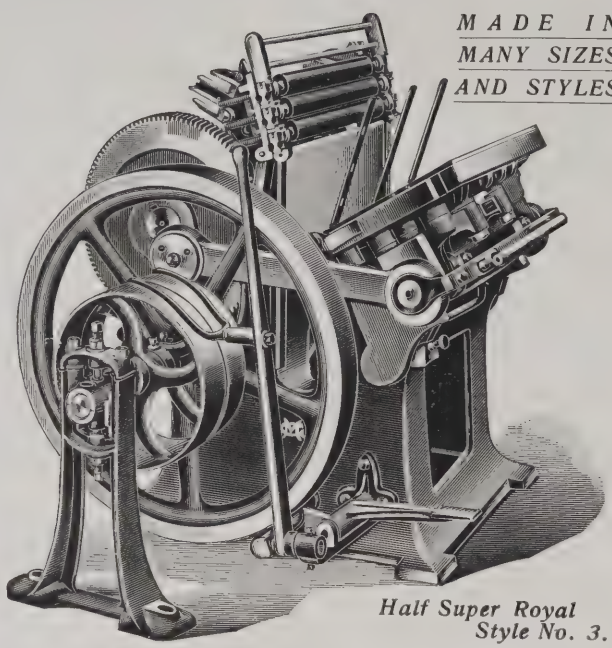


Newest and Best in Gift and Advertising Calendars.

The Calendar business is a lucrative proposition for printers and requires practically no investment. Our 1913 line of Advertising Calendars is the greatest we have ever offered and those who have been acquainted with our lines in the past will appreciate the significance of this statement. Our policy of protecting the printer's interest instead of selling direct to consumers as is customary with manufacturers, is worthy of your support. Samples of the new line will be ready in December—Requisition should be sent now. Write for information.

J.W. BUTLER PAPER CO. CHICAGO

ESTABLISHED 1844



MADE IN MANY SIZES AND STYLES

Half Super Royal Style No. 3.

THE PRINTER WITH ONE PRESS

Must have a machine that meets the requirements of a wide variety of work. He finds it in the

GALLEY UNIVERSAL

Built of the best material to withstand the wear of many years of continuous service, and embodying all that is latest in press construction, the Universal formed the nucleus of many prosperous plants now operating a *battery of Universals*. Let us tell you more about this interesting machine in our catalogue. Sent free.

ADD THIS MACHINE TO YOUR EQUIPMENT

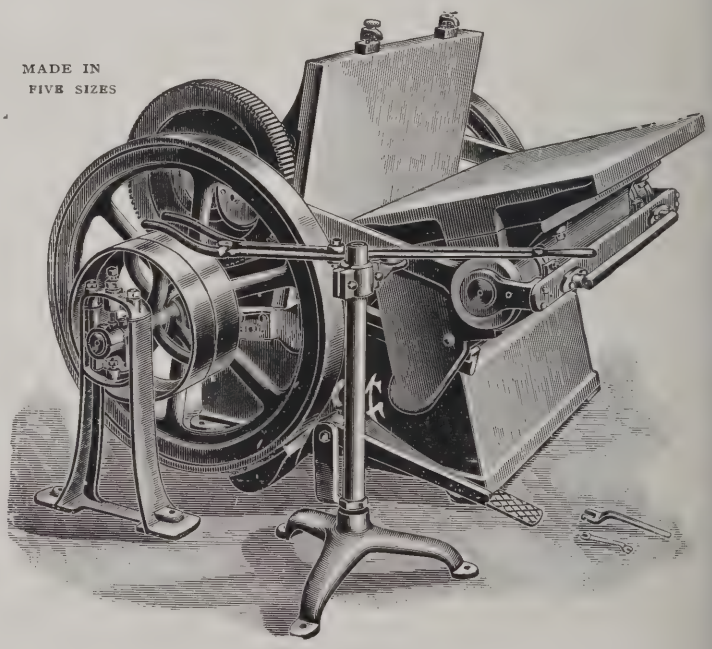
GALLY UNIVERSAL CUTTER AND CREASER

Do not attempt to do cutting and creasing, stamping, etc., on an ordinary printing press. Work of this sort is done satisfactorily on the Galley Universal Cutter and Creaser, a machine of great strength and durability, especially adapted to stand the strain.

It is made with the same care as the Universal Press, which means more than an ordinary guarantee.

This press added to the equipment of many plants will make money for the owners in doing work of this kind for themselves and nearby plants. *Let us send full particulars*

MADE IN FIVE SIZES



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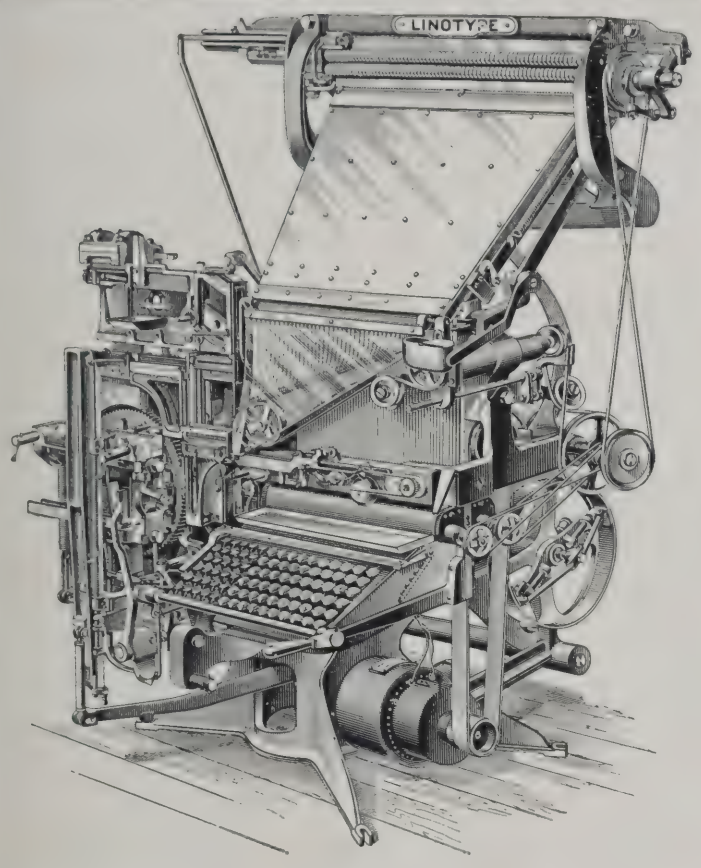
THE NATIONAL MACHINE CO.

MANUFACTURERS

HARTFORD, CONNECTICUT, U. S. A.

Model 10 Linotype



Model 10
Two-Letter Single-Magazine Linotype.
Uses Standard Linotype Matrices.
Sets 5 to 11 point faces, 4 to 30 ems measure.

Big in Value

Small in Price

$2,250

Buys One

It is for that publisher and printer who is just a step beyond the field where the JUNIOR LINOTYPE is finding its greatest usefulness, and yet has not felt able to finance one of our Standard Quick Change Machines.

YOU are the man!

Write at once for a salesman to call, or instruct us to enter your order for delivery in time for your fall rush.

The Linotype Way Is the Only Way

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638-646 Sacramento St.

NEW ORLEANS:
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TORONTO: Canadian Linotype, Limited, 35 Lombard St.

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BUENOS AIRES: Hoffmann & Stocker
RIO JANEIRO: Emile Lambert
PORTO ALEGRE (Brazil) — Edwards, ooper & Co.
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MELBOURNE, SYDNEY, N.S.W., WELLINGTON, MEXICO CITY — Parsons Trading Company

TOKIO: Teijiro Kurosawa

QUALITY-SERVICE

TWIN SLAVES TO SUCCESS

We have them! *You need them!*

Let's get together!

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Half-tones, Zinc Etchings,

Color Work of all kinds,

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OUR SPECIALTY

Let us prove it!

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DENVER COLORADO.

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BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
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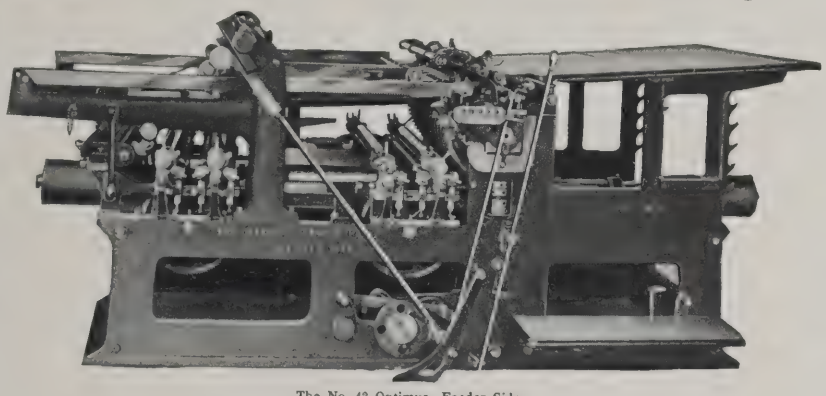
The Babcock Optimus

The Babcock Optimus

The No. 43 Optimus prints a 25x38 sheet with half-inch margins, or an envelope. Measured by any test it is the most satisfactory small press for big printing ever sold. No other small machine has ever sold half as well.

The No. 43 Optimus unites the advantages of the pony and the heavy press. It is handy and fast for the small and light forms, with the strength and distribution needed for the heavy ones. It is the ideal all around printing machine, especially valuable where one two-revolution press is enough, or to relieve big machines of small but heavy forms.



The No. 43 Optimus, Feeder Side

Three three-inch form rollers and their geared vibrators have an inking surface sufficient to cover the form nearly twice even if it were a solid block. The rollers alone have a surface much in excess of form. The form rollers are interchangeable with those on the table, which also have geared vibrators. Any roller can be used as a rider. The ink is well distributed before it reaches the table. The feed is from ductor, *which acts as a distributor one-half the time,* to the first steel vibrator, thence through the composition rollers to the table, where it is further worked before it reaches the form rollers and their vibrators. It is greater distribution than that of some large four-roller presses. There is nothing better on a two-revolution press, nothing as good on a small one.

Five tracks, on a centergirt more than twice as strong as any other in a small press, support the bed. The cylinder is hung and braced in a powerful manner. The whole is a reproduction of the splendid plan of Optimus rigidity, with capacity for anything that can be placed on the bed. The remarkable Optimus printed side up sheet delivery, of all in use the most satisfactory and economical for small work, is part of the equipment of this press.

The No. 43 Optimus requires small space; stands low; is easily handled; is fast and almost noiseless in operation. It has never been equaled in perfection of details. There is no other press like it, nor any just as good. The price is as attractive as the press itself.

The Babcock Optimus

We have issued a new catalogue of Babcock Drum Cylinder Presses, a handsome job worked on a No. 3 Pony Express drum. If you have not had one, send us your request and address. Babcock drums are acknowledged everywhere without serious competition. There is a large amount of printing, some of it high grade, that can be as well done on these machines of moderate price as on others costing much more. They both save and make money.

SET IN AUTHORS ROMAN

Efficiency

TO-DAY the watchword is efficiency. Specialists are developing methods tending to efficiency in employees, writers are filling the magazines with articles on efficiency—it has become one of the vital problems.

But in all this discussion and effort one point stands out most prominently—and that is this: In order to promote the highest efficiency among employees, they must be given the most suitable material, arranged in such manner as to facilitate economic production.

And right here is where the American Type Founders Company comes in:

First, it places within reach of the printer good workable type faces and decorative material—made from the most famous designs.

Then it furnishes composing-room equipment which facilitates in every possible way the use of this type.

It not only furnishes the best in type faces, but it furnishes these designs in families.

It makes possible the elimination of waste time, waste movements and waste space by the installation of departments devoted to specialized outfits and planning of composing-rooms.

Set in Bodoni, the latest type fashion by the American Type Founders Company.

Economy

That which makes for efficiency makes also for economy, and an enlightened economy—that economy which has for its purpose greater value rather than cheapened product—tends toward the betterment of the craft as a whole.

And here again comes in the American Type Founders Company.

With its Specialized Outfits Departments, devoted to designing composing-room equipment and arranging new plants and rearranging old ones to promote the economical production of printing, it is furnishing to the employer his greatest factor in real economy.

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124-128 East Sixth Avenue

CLEVELAND, OHIO
15 St. Clair Avenue, N. E.

DETROIT, MICH.
43-45 West Congress Street

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602-604 Delaware Street

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VANCOUVER, B. C.
Homer and Helmcken Streets, West

AMERICAN TYPE FOUNDERS CO.

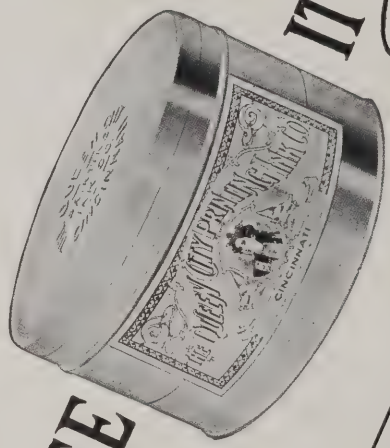
Set in Bodoni, the latest type fashion by the American Type Founders Company.

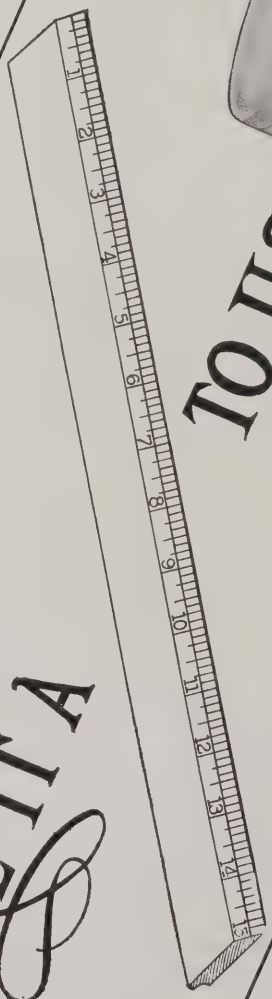
You Should

MAKE IT A

TO USE

IT PAYS





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THE QUEEN CITY PRINTING INK Co.

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Saint Paul Minnesota

Furnishers of
COMPLETE PRINTING OUTFITS

Northwestern Agents for

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Manufactured by a Type Foundry
Independent for Forty Years ! ! !
Established 1872

"Johnsonized Machinery"

the Superior Rebuilt Printing Machinery
Send for List of Machines in Stock

This is what Mr. Dalton says after we installed the FIFTH Press we sold him

Manson, Iowa, August 24, 1911.

"We take pleasure in enclosing check in payment of the Century Campbell Press which has been in operation in our press room for thirty days. It seems to be as perfect a Flat Bed Press as can be designed -- runs as smooth as a watch, and does the business just as we want it. You have more than made good and we shall take pleasure in recommending you to our friends.

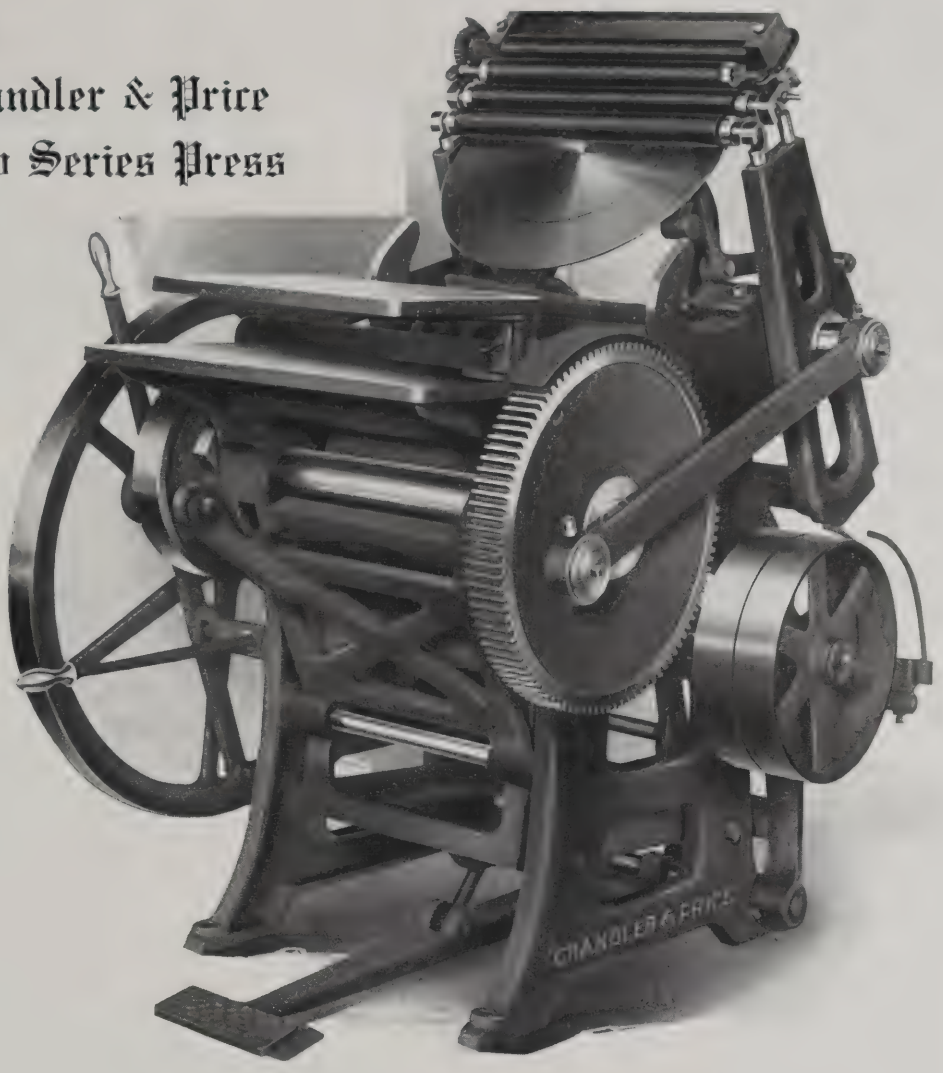
The DALTON PRESS,
Per Jno. F. DALTON.

C. I. Johnson Mfg. Co.

Saint Paul :: Minnesota

Set in Hansen Caslon Full Face Egg and Dart Border

The
Chandler & Price
New Series Press



AFTER A QUARTER CENTURY'S PRESS-BUILDING EXPERIENCE

THE CHANDLER & PRICE COMPANY

ANNOUNCE TO THE PRINTERS OF THE WORLD THE BIRTH OF THEIR

New Series Press

EMBODYING ALL THAT IS LATEST AND BEST IN PLATEN PRESS CONSTRUCTION

SEND TODAY FOR FULL INFORMATION, TO BE HAD FROM SELLING AGENTS, OR

THE CHANDLER & PRICE COMPANY CLEVELAND OHIO, U.S.A.

A GOOD STAPLING MACHINE

Is a Convenince and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

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PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

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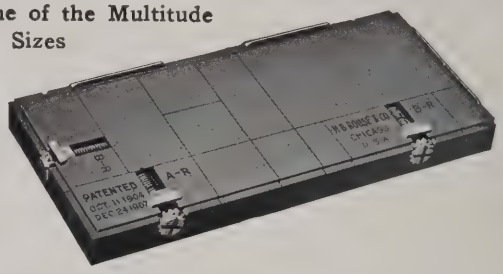
Rouse Universal Block

Solves the Block Problem

THE SIMPLEST AND BEST SCHEME KNOWN FOR MOUNTING PLATES

One of the Multitude of Sizes



Size of Page—25 x 55 Ems.

You can make up **eight pages** like this in **five minutes!**

ASTONISHING RANGE OF SIZES

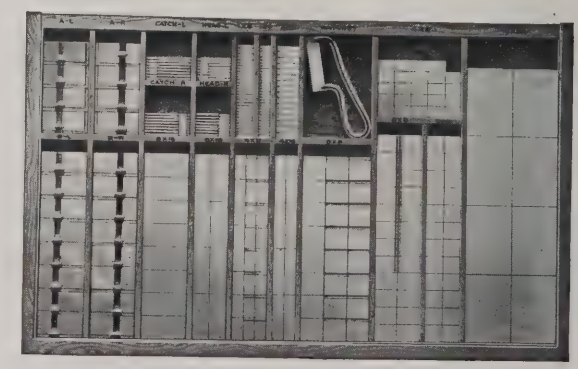
With a single set, costing only $55, you can make up eight pages into about **160 different sizes,** ranging from 17 x 25 up to and including 35 x 51 ems pica, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of two picas in either width or length, or both width and length.

BIG SAVING IN MAKE-READY, TOO!

The Hooks are extremely rapid, strongly made and simple in construction. The body is cast iron, the working parts steel. The jaw has a movement of five picas.

The Catches are made of brass and can not possibly work up on the press.

Bases of Iron. Point system—of course.



One Font Rouse Universal Blocks in Case (Cover removed)

Price, per set, including steel rachet and dust-proof Case that fits a printer's stand, only **$55.**

Don't waste any more time with out-of-date methods. Order at least one set to-day—**now.**

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The Register Hook People.

The Miller Saw-Trimmer

A Standardizing Machine for the Printer

Values are measured by results

First cost is not the price of the machine.

Accuracy in operation, time of operation, ease of operation, constitutes the real value.

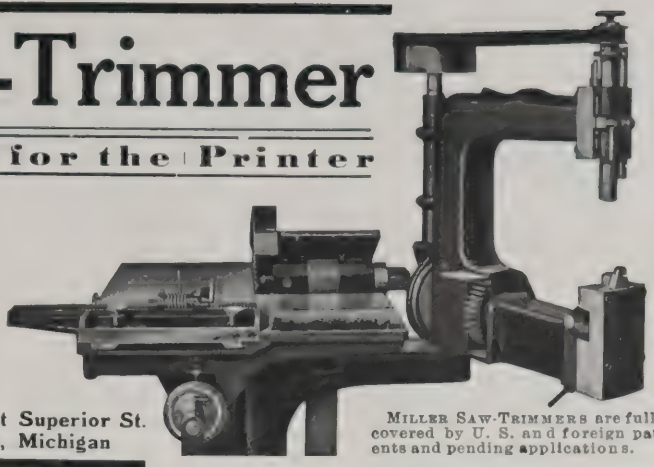
Without doubt the ordinary saw is of some service—cheaper, first cost, "but—"

That "but" costs you the price of the Miller in labor alone.

Easy to operate. Easy to buy. Easy to pay for.

Freight paid anywhere in U. S. A. Send for descriptive price list

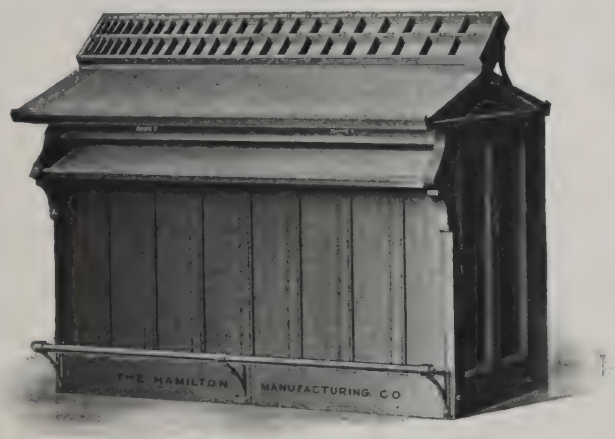
Miller Saw-Trimmer Co. 813 East Superior St. Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

Job Side No. 28 Tracy Cabinet



News Side No. 28 Tracy Cabinet

TRACY CABINETS

No composing-room equipment has received wider recognition than the popular Tracy Cabinets and Stands now in general use in most of the modernized composing-rooms in the United States and Canada.

No brackets are required in connection with these Cabinets—a solid top serves as a working bank on both sides for the accommodation of case equipment.

The tops are loose, being reversible and adjustable, allowing the overhang to be thrown to either side to the extent of 4 inches.

The No. 28 Tracy Cabinet holds 48 standard California Cases. One side of the top will take an 18 x 72 Bettis Case; the reverse side will hold two pairs of news cases or two job cases at the front and a 9 x 72 inch Lead and Slug Case at the back, as shown in the illustration. This arrangement provides a combination of the old news case equipment and the low job case equipment now coming into general use.

We can supply these Cabinets with all late improvements, including foot rails, mortised label holders, number tacks and electric light equipment.

We also supply these Cabinets with extra deep cases, a full description of which will be found in our circular. A copy of this circular will be supplied on all inquiries.

DOUBLE THE CAPACITY

THE RUMFORD PRESS
CONCORD, N. H.

The Hamilton Mfg. Co.,
Two Rivers, Wis.

Gentlemen:—I am glad to advise you that the installation of the new materials in our composing-room has been very satisfactory. The result has been a great saving in floor space and a proportionate saving in the time of our workmen handling the work.

We have practically doubled our output of work and this would have been impossible without the readjustment through your suggestions. Had we attempted to continue with our old material, we should have had to either refuse the work or double our rental expense by taking extra floor space. All the furniture we have found as represented and we are well satisfied with the investment.

Very truly yours,
J. V. BRIDGE, Mgr.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing plants in the United States.

ALL PROMINENT DEALERS SELL HAMILTON GOODS
A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

THE HAMILTON MFG. CO. Main Office and Factories - - TWO RIVERS, WIS.
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OUR NEW CATALOG of SPECIAL FURNITURE SENT ON REQUEST

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, ec., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

THE THINGS WE DO

DRAWINGS
of any description,
and for every purpose, in
PEN AND INK OR WASH.
for LETTERHEADS,
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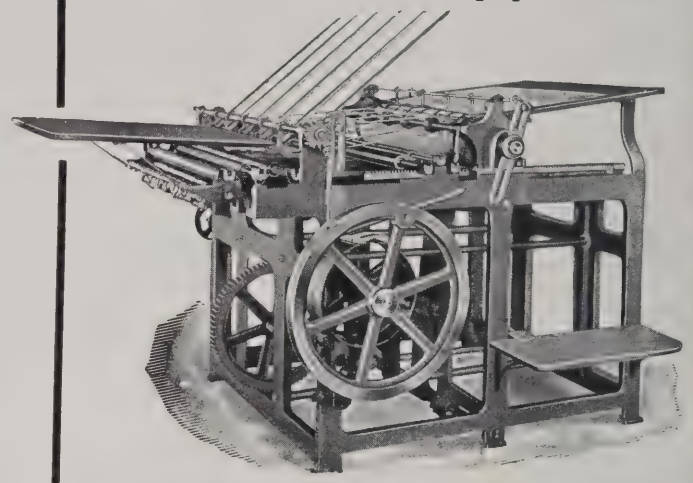
THIRTEEN MORE REASONS
Improved National
Six-Column Folio Newspaper Press



More—Sold last year,
More—Two color work,
More—Easily operated,
More—Satisfied customers,
More—Convenient make-ready,
More—Like design and operation of high priced presses.
More—Fine work per hour,
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More—Ink distribution,
More—Simple,
More—Of a guarantee,
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Than any other press selling at anywhere near the price.

$400.00 Power and $425.00 Bel Power
Sold by All Dealers
For complete description send to
MURRAY MACHINERY CO., Mfrs.
KANSAS CITY, MO.

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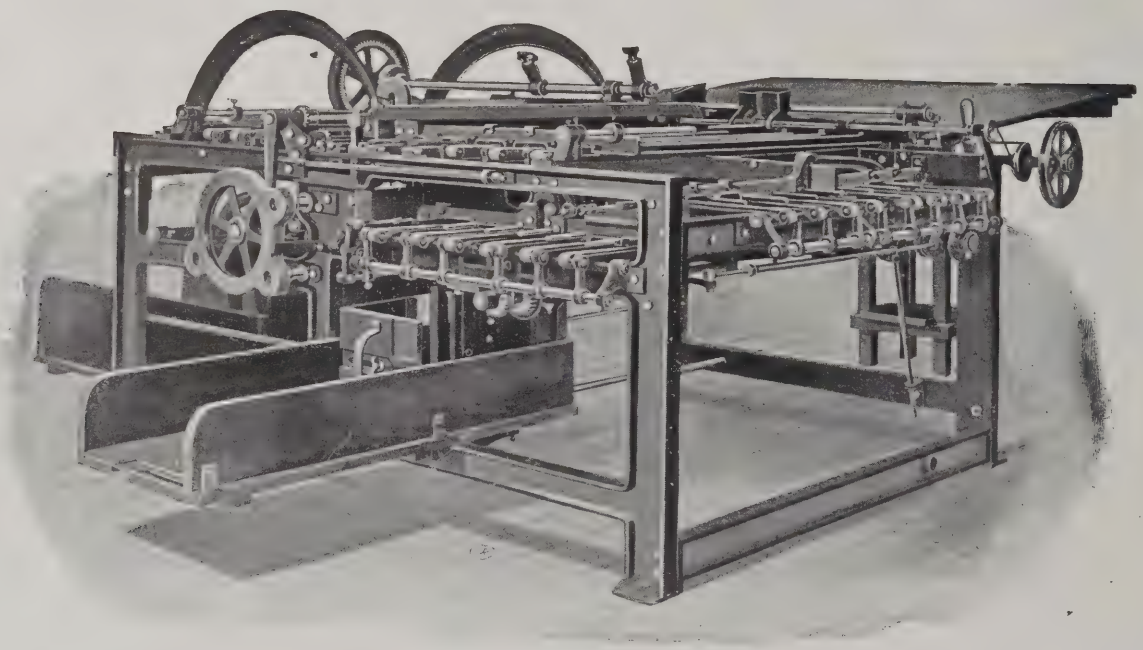
Investigate
New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

UNIFORMLY EXCELLENT

ULLMAN'S INKS

Remarkable fact:
The Printer who
Knows his costs
Is the readiest
To buy good inks
At the price
Warranted by their quality.
He is the one
Who knows to his cost
That cut-price inks
And cut-price printing
Are both evil fruits
Of the same tree.

SIGMUND ULLMAN CO

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A Well Made Roller
Makes Money
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Saves Many Times Its Cost

ESTABLISHED 1869
OLDEST IN THE WEST
The Buckie Printers' Roller Co.
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Our Rollers Are Guaranteed

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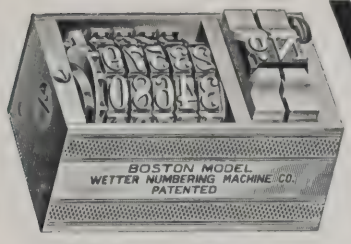
$6 Costs Less to Do It Yourself:

It does not pay to send work out to be numbered—with delays, etc-, when you can purchase at such small price a Boston Model



WETTER

The name "WETTER" stands for the Best Type-High Numbering Machine possible to construct. Has stood for this 26 years.

Insist on having a machine stamped with the name "WETTER."

Can be "locked" in form same as type to number and print at one impression.

The ONLY Machine with a drop cipher that won't get LOW.

Nº 12356
FACSIMILE IMPRESSION

Sold by American Typefounders Company
Barnhart Bros. & Spindler and All Dealers

Boston Model 1, Five wheels, $6.00
Boston Model 2, Six wheels, $7.50

WETTER NUMBERING MACHINE CO., BROOKLYN, NEW YORK, U. S. A.

Monitor Duplex Punch and Round Corner Cutter
Foot Power

Latham's Monitor Duplex Punch and Round Corner Cutter

Features instantly changed from Punch to Round Corner Cutter or vici versi. Will punch holes up to 14 inches from center to center. Will take a sheet any length, will punch stock up to ½inch thickness.

Direct-Drive—Strongly Built

Gibs take up any possible wear. For round cornering a metal cutting block is used. Will cut corners up to two inch thickness. The machine is also furnished for power.

Headquarters for all second hand machinery except Monitor Made.

We furnish complete Bindery Outfits.

Write us for estimates.

Manufacturers of Monitor Wire Stitchers, Perforators, Single, Duplex and Multiplex Punching Machines, Paging and Numbering Machines, Creasers and Scorers, Table Shears, Job Backers and Box Stitching Machines.

LATHAM MACHINERY CO.
306-312 SOUTH CANAL STREET, CHICAGO
New York, 8 Read Street Boston, 130 Pearl Street

KNOW YOUR EXACT COSTS

An indisputable record of production and labor is furnished by

DURANT COUNTERS

ACCURATE, POSITIVE, UNFAILING

Record only actual impressions of press. Ask any printer's supply house or write us for details.

The W. N. DURANT CO., 528 MARKET ST. MILWAUKEE, WIS.

THE INCREASING USE

of Cutters that Cut—the kind that Royle makes, proves their superiority over cheaper imitations.

Write for circular.

John Royle & Sons
Paterson, N. J., U. S. A.

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PROCESS INKS & INKS FOR OFFSET PRESSES
BEST GRADES IN ALL SHADES OF COLORS

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Mills of **CRANE BROS.,**
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Manufacturers of
LINEN PAPERS with the Famous Watermarks

CRANE'S 18 78 LINEN RECORD
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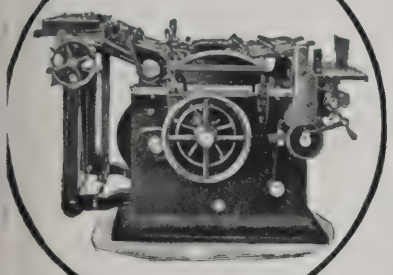
Sold by Dealers and Stationers

WHAT "THE AUTOPRESS" DID

at the Plant of THE RECORD COMPANY

St. Augustine, Florida



The Autopress Co., September 20, 1911
299 Broadway, New York, N. Y.

Gentlemen:—

Taking up our August Cost Sheet we are glad to make the following report to you: The Autopress did nearly the work of five jobbers (we operate seven job presses.) The comparative cost per hour between the job presses and the Autopress is as follows:

57c. per hour on a jobber and
99c. per hour on the Autopress

We are thinking of buying another Autopress. It would do no harm to get the order forms forwarded to us.

THE RECORD COMPANY,
Harry L. Brown, Manager

5,000 IMPRESSIONS PER HOUR FROM TYPE OR FLAT PLATES

WHICH WILL YOU HAVE? Job press output (800 to 1000 impressions) at 57 cents per hour—

OR Autopress output (4000 to 5000 impressions) at 99 cents per hour.

How much "thinking it over" is necessary?

The Record Company has one of the largest and most important plants in the South, headed by men conceded to be experts at the business. Their standing is of the highest. Such a report as the above coming from such a source needs no comment except that what the Autopress is doing in the Record plant, it is now doing in hundreds and hundreds of others. Any operator with ordinary intelligence can get from the Autopress the product of from three to five jobbers without any trouble whatever.

Remember, we guarantee the Autopress to fulfill our claims. You run no risk. Not a dollar is asked until the Autopress accomplishes what we claim for it. Some day you WILL install AN AUTOPRESS because the other fellow did. Better send today for full information.

THE AUTOPRESS COMPANY

299 Broadway, New York

CHICAGO, 431 S. Dearborn St.
ATLANTA, GA., Rhodes Bldg.
LONDON, ENG., 85 Fleet St.
SAN FRANCISCO, Phelan Bldg.
BOSTON, 176 Federal St.
TORONTO, CAN., Carlaw Ave.

IT'S NOT WHAT WE SAY THE AUTOPRESS CAN DO, BUT WHAT IT'S USERS SAY IT HAS DONE

THE CLEVELAND FOLDER

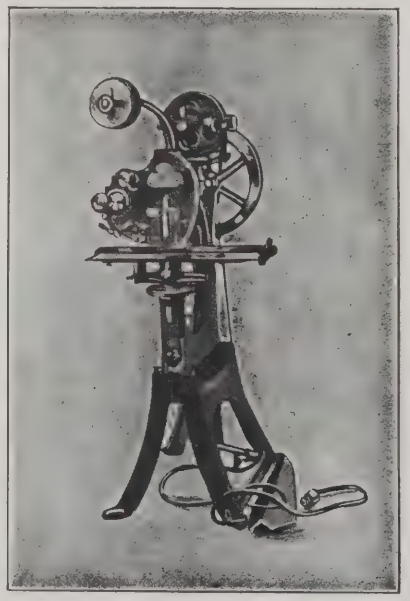
The Efficient Parallel—Oblong and Right Angle Folder

- Perfect Register.
- Highest Speed.
- Greatest Range of Sizes, Sheets 2x3 to 19½x38 inches.
- Largest Variety of Folds.
- No Tapes—No Knives Used in Folding.
- Endorsed by Repeat Orders.
- Installed on an Unconditional Guarantee of Absolute Satisfaction.

The Cleveland Folding Machine Co
Cleveland, Ohio

"PERFECTION" WIRE STITCHING MACHINES

—ARE USED THE WORLD OVER—



"Perfection" No. 4 (Electrically Equipped)

Manufactured and Sold by
The J. L. MORRISON CO., Inc.
(Head Office) 143 Worth St., New York, U. S. A.
(Branches) Chicago, Toronto, London (Eng.) Liepzig
Write for full particulars

No. 7 Boston Wire Stitcher

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The Ben Franklin Movement

Delivered to the Students of the School of Journalism and the Missouri Editorial Association During "Journalism Week" at the University of Missouri, and Later to the Minnesota State Ben Franklin Club

By Jens K. Grondahl, Editor Daily Republican, Red Wing, Minn.

BEING a newspaper man by choice and instinct, and a job printer by accident and necessity, I might prefer to discuss some feature of newspaper work which appeals more to the imagination. However, the question pertaining to dollars and cents has also become decidedly interesting to me since my idealistic tendencies, concerned with moulding public opinion, have been forced to yield somewhat to the demands of the payroll on Saturday night, and the bills due on the 10th of the month following date of purchase. It is a wholesome thing to come in contact with the cash drawer, particularly at a time when there is little in it and much expected of it, because it impresses one with the fact that every expense and outlay must come from that source and that goods must be sold, and sold at a profit, if the cash drawer shall be able to open up to every demand. If every man employed in a printing office could be placed in charge of the establishment for a few weeks and made to feel the responsibility of its financial obligations, there would be greater co-operation and more readiness on the part of all to join with the owner or manager in any movement that had for its object to stop leaks and thereby reduce the cost of production.

The Ben Franklin movement, which I am here to tell you something about, is becoming general and national in its scope and has already accomplished much good. The organization might be called The Red Cross Society of the printing trade and the analogy needs no further explanation—but it is far more than this. Its purpose is to raise the printing and publishing business to a higher standard and to promote the scientific application of simple, practical ideas, and place the trade on a par with other lines of manufacture as regards dignity, financial stability and success. While the ethics of high-minded journalism, so closely allied to printing, might not be willing to concede that success is wholly measured by the number of dollars ground out in profits, yet in this materialistic age, with the high cost of living staring us in the face, few tradesmen or manufacturers would be considered successful unless they were able to earn enough from their business pursuits to provide a respectable living for their families, the proper education for their children and a little laid aside for a rainy day. The editor's family is entitled to the same consideration as the family of the merchant or the professional man, and there is only one way to provide it, viz., by financial success in his business.

The Ben Franklin Club may be defined as the Printers' Round Table where they meet locally or nationally to profit by each other's experiences, to cultivate a spirit of fraternal co-operation and to study—and to study hard—sound, sane and progressive business methods in the development of their craft. It is in no wise a movement to control either output or prices. It

is not a trust to practice extortion upon the community—it is purely an educational movement to dispel the Egyptian darkness which has been lingering over the trade and to arrive at the best methods that will insure efficiency, economy, intelligence and independence in the printing and publishing business. It will not cure all the evils of a greatly demoralized trade, but it will mean far more in practical results than anything which has come to the printing trade in all its history.

The first and most important step is for you, members of the craft, to come together in each

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community and talk things over. It will soon become apparent to you that your competitor down the street has neither horns nor hoofs, that he is neither a cut-throat nor a blackguard, nor even your enemy, but that he is really a gentleman at heart and your friend and that you are his friend. There is room enough for you both and by studying your common interests each will learn more about his own and profit accordingly. If your competing neighbor should fail to wax enthusiastic over such relations, to begin with, and continue to cut the life out of prices and sell his product below what it costs him, do not get the insane notion that you are compelled to do likewise, because that is a fallacy which, during the past three or four years, has been repeatedly disproved. Because another printer, even though he be your competitor, be digging his financial grave, that offers no excuse why you should follow in his steps and commit business suicide. Your competitor will do one of two things: Either he will be compelled to open his eyes because of the progress which you make under the inspiration and advantage of improved methods, or he will pass off from the scene of action unmoneyed and unmourned. In spite of the Ben Franklin movement the old school of printers, those who do not know their business, and who don't know that they don't know, and who don't want to know that they don't know, will continue to be the millstones around the necks of their own prosperity and in a measure the prosperity of others. But if the next few years show the same marvelous forward strides as the present, it will not be long before the man who sells hand composition for 50 cents an hour and cylinder presswork for a dollar, will be exhibited among the relics of a printers' antiquarium.

The Printing Trade was Facing Bankruptcy.

The Ben Franklin Movement sprang out of the dire needs of the printing trade. The business had been violently ill for so long a time that there was a universal cry for a remedy. Before that remedy could be applied, the illness had to be diagnosed and the real cause ascertained. The establishments in the big cities were facing bankruptcy and they set experts to discover what the trouble was. It was soon demonstrated that hand composition, for instance, cost from $1.10 to $1.20 per hour to produce, and that to sell it for 50 cents or 60 cents an hour, as was quite universally done, could lead to but one destination, viz., the financial cemetery. In every department—the composing-room—the press-room, the bindery—prices had been hammered down by blind competition and unreasoning business methods and the end was in sight as soon as the losses had eaten up type and machinery and the owner had exhausted his physical and mental vigor in a hopeless fight for existence.

Movement Spreads to Country Offices and Small City Shops.

The movement spread into the country districts and to small city offices and a study of conditions there demonstrated the almost unbelievable fact that the one-man shop or the two-man shop, whether a combination newspaper and job office, or simply a job printing office, whether in the city or in the country, could not produce goods any lower—and in most instances not quite so low—as the big establishment in the

big cities. While the advantages of low rent and cheaper help were generally on the side of the country printer, the advantages of larger volume favored the big city establishments. In some respects the labor cost in the country is higher than in the city, because oftentimes the proprietor himself, or his foreman, will perform many duties which cheap girls are engaged to do in the big shops. The experience up to date is this: That in well-regulated offices in the city or country, if everything is figured as it should be (including pay for the time of the proprietor) the cost of production of printed matter is practically the same, with a slight advantage in favor of the big city shop.

Cost Systems Very Much Alike.

While the Ben Franklin Clubs have not adopted a specific cost system of their own, the movement encourages the use of any practical method which will teach the printer and publisher the true value of his goods. From existing systems, which are very much alike, the Ben Franklin movement will eventually evolve a system which will be uniform and accepted as the standard. The local and state Ben Franklin Clubs in various parts of the country are working with this end in view and it will before long be an accomplished fact. The main difference between the cost system favored by the National Cost Congresses and that of individuals who have taken a lead in systematizing the printing business is very slight, except in one point, viz., the distribution of the general office, or so-called overhead, expense. In the system advocated by Mr. Denham, which is usually accepted by the printers of the Northwestern States, the overhead expense is charged against the various departments in proportion to the number of productive or salable hours in each department, while the National Cost Congress recommends the distribution of this expense against each department in proportion to the money value of the department. The former appears to me the correct one, while the latter will answer the purpose, provided it were uniformly adopted. This matter will be considered further in connection with methods of cost-finding.

Knows Everybody's Business but His Own.

It is generally conceded that the publisher is one of the most intelligent men in the community. He knows everybody's history from the cradle to the grave. He is conversant with the growth and development of every enterprise, public and private, and many a time does he burn the midnight oil, pouring out his soul in patriotic endeavor to give his readers a pen picture of those things in which he believes the community should take pride and give support. Yet in spite of his intelligence and his insight into all affairs which concern others, it must be regretfully acknowledged that he has, as a rule, shown deplorable lack of intelligence with regard to the conduct of his own business. That is, no doubt, the one great reason why his many sacrifices for the community and his generous attitude toward everybody and everything that have needed his assistance, have brought him little recognition and scant reward. To convince him that he is himself to blame for these conditions and to hold forth assurances that the remedy is in his own hands, is also the mission of the Ben Franklin movement.

All Other Lines of Business Organized.

For many years past other departments of human endeavor have been thoroughly organized for improvement, development and self-protection, for the study of new methods and the application of new principles in mercantile, industrial and professional life. But the printers of the country, who represent the sixth largest industry of the nation—they of the Fourth Estate, who furnish the main vehicle for the progress of mankind—have been buffeted about upon the seas of adversity, unorganized—a plaything and a prey of the more successful and aggressive factors of the business world. While men in other walks of life have been hustling for business in automobiles, the printer has been dodging his creditors on foot.

How the Average Printer Has Figured.

We have seen the average printer include as the cost of a piece of work the wholesale price of paper, the hourly wage of the workman, adding perhaps 20 or 25 per cent, which he considered a liberal profit, and thinking all the while he was making money. If the owner does his own work he may even forget the incidental item of his own time, vaguely imagining that his returns are coming from somewhere when he figures up the business at the end of the year. In his overzealousness to be reasonable to his customers he even fails to remember his poor body and brains which are being taxed to their utmost early and late, and that he must in the course of events be thrown on the scrap heap with other forms of worthless junk, with no praise or appreciation from those for whom he has labored for less than nothing—an object of pity, if not contempt, when the half-neglected members of his family scurry around to get a coffin on tick and the first bunch of blossoms that ever came his way.

An extreme case? Not at all. There have been thousands of them in this prosperous land;

but let us be thankful, that the Ben Franklin and allied movements are constantly sending light into the heathendom of the printing trade and the results are already strikingly apparent.

If the printer of the old school had remembered only the simple facts that his machinery wears out in ten years and that his type wears out in four, and that his investment is worth at least 6 per cent if he put it into farm mortgages, where it would make money for him without effort or hazard, the condition of the printing trade would never have become so deplorable.

Lesson from the Manufacturer and Merchant.

Go to a manufacturer of machinery, of automobiles, of printing presses, and he will tell you precisely what everything costs him down to the smallest bolt, nut and screw. It is on this knowledge that he bases his business methods and on which rests his success. He adds to the cost what he considers a legitimate profit, and it is not an imaginary profit but a real profit, because all the drains on the business of whatever character, be it materials, labor, rent, light, insurance, interest, taxes, donations, spoiled work, etc., are all included in the original cost. When you go into a mercantile establishment you usually find that an article has a mark on it, with the cost, in figures or letters which only the proprietor can understand, and the sales price in plain figures. How long, let us ask, would the merchant conduct a successful business if he did not have the cost to guide him, and simply took the goods from the shelf, blindfolded, so to speak, and tried to guess how cheap his competitor might sell them and then going a little lower below that price in order to dispose of the goods? That is precisely what the printer has done for generations and the unsolved mystery is that there are any of them left to tell the story.

Even Heads of Big Enterprises Can Learn.

We are sometimes given to believe that we know our business when we really do not and are inclined to resent the intrusion of any man who tells us he knows more about our business than we do ourselves. Once I heard the head of one of the largest advertising agencies in America tell how an itinerant expert sauntered into his office one day, requesting the privilege of revising the work of his office, in which some three hundred individuals were daily engaged. The head of the establishment gave way to suppressed contempt for any stranger who presumed that he had ability to reconstruct and improve the methods of so large a concern which it had taken a great many years to build up. But the expert persisted and the manager took him to one of the desks where two or three men were working at records and said, "Now how could you improve upon this?" In a moment the stranger showed where one of the books could be dispensed with, and the manager gave him the privilege of going through the establishment from desk to desk. The result was that the expert was given full authority to revise the methods of handling the business and he put in a system which reduced the work by half, to say nothing of the fact that methods were simplified and the system made more adaptable to the needs of the business. Then, what will not system do in a business wholly unorganized?

What a Cost System Meant Before the War.

While discussing the question of costs recently with a gentleman who has become one of the foremost business men and citizens in our community, he cited an incident illustrating the value of system in any business. As a young man he was employed in a shoe factory in one of the Eastern towns almost wholly supported by the shoe industry. There were many factories but there were only two of them that had ever thought of having a cost system for figuring out the exact value of their manufactured product. It was in one of these two factories that this gentleman was employed. The panic of 1857 came on, followed by the stagnation of the Civil War, and the only two shoe factories in the town which survived the panic and the war were the two establishments that had a cost system.

How to Arrive at Costs.

In the larger city offices, and in many country establishments, the office is divided into departments and the question arises, How can we determine the different costs in the various departments? Or, the country publisher whose business is not departmentized, who works at this, that or the other, now running the press, now setting type, then writing editorials, will ask, "How is it possible to provide a simple and practical method of ascertaining his cost?"

Keeping in view, as we have said, that the sold hour, the time actually used in productive work, must bear the burden of every expense, the answer in either case is not difficult. It is all a matter of thoughtfulness and commonsense persistently applied. If your business is divided into departments each department is charged directly with every expense that pertains particularly to that department. For instance, rollers, tympan paper, etc., are charged directly to the press department. Glue, wire, thread, etc., would be charged directly to your bindery department. Incidentals necessary to

the composing room would be charged to that department. Rent, heat, and generally light, are charged against each department in proportion to the space occupied by the department. Power is charged to each department in proportion to the amount used. Depreciation, insurance, interest on investment and taxes, all of which are based on value, are charged against each department in proportion to the value of the department, as shown by the inventory. Overhead, or office expenses, in which are included all general expenses such as office salaries, telephones, bad accounts, donations, etc., etc., are charged against each department in proportion to the number of productive hours in each department. (As stated, some prefer to charge the general expenses against the value of the department, on the same basis as you would interest, depreciation, taxes and insurance, in which method I do not concur). Then, if you have 100 sold hours in a month in any department and the total charged against that department for the month is $120, it would show that the cost of each productive hour is 51.20.

(To be concluded in December Issue)

THE PROPOSED HIGHER RATE POSTAGE RATES

The Postmaster-General recommends that the advertising sections of magazines pay a higher postage rate than the editorial sections, and he bases his recommendation on the premise that the editorial pages are educative, while the advertising pages, he says, are not. On the same theory he should logically recommend that the editorial section of one magazine pay a higher rate than the corresponding section of another because it is less educative. Moreover, many readers will assert that, from their viewpoint, the advertising sections of some magazines are more educative than the editorial pages of others. Going further, there may be those who would fix a prohibitive rate on certain magazines, that teach what, in their opinion, is not true and consequently is not educative. It depends upon the point of view.

A great deal has been said against the printing of advertising matter in magazines. Nobody is compelled to read advertising; nevertheless millions of people do read it and they do buy the goods mentioned in the advertising. Who has the temterity to say that the reader who subscribes for a magazine and patronizes its advertisers does not want that magazine as it is made up, advertising section included? If the reader is at all interested in both the advertising pages and the editorial pages, who can say in which he is more interested?

Now, to judge of the relative educational value of the advertising and the editorial pages of a magazine, take a trade paper as an example: If the reading pages do not deal with matters of interest to the particular trade that the paper purports to represent, it cannot be considered educative by persons engaged in that trade. If, on the contrary, it does record the progress made in inventing and improving the machinery and other mechanical appliances used in that trade, it is educative. Now, as a matter of fact, that is just what the modern trade-paper does. But it cannot accomplish its whole purpose in its editorial pages. Every considerable trade or industry is a world in itself and apart from all other industries. The doings of the important persons in an industry make whatever progress there is in that history and the record of those doings comprises a history of that progress, just as the history of a country is a history of its orators, statesmen and soldiers.

A record of progress in a trade, then, must deal with men and mechanics. Just as a man's life history is comprehended in many separate acts so the history of an industry comprises many events. But these events ultimately culminate in accomplished facts that for a time at least are fixed. These facts are set forth first as news in the editorial pages of the trade papers. This news does not, however, lose its value in a day as does a large part of the so-called news chronicled in the daily press. It is of the greatest importance to operators engaged in the trade and the interests of those persons are not served by a single publishing of a trade news article. The trade paper must serve its purpose in two ways—as a current chronicle and as an encyclopedia. Will anybody claim that an encyclopedia is not an educative work because it contains matter that has already appeared in periodical form?

For convenience, then, the news pages and the reference pages of the trade paper are separated. But though separate with respect to position they are not separate in interest or educational value. In fact, the editorial and the advertising pages of the trade paper are the two factors—the one complementing the other—that are today doing more, if they are not doing all that is being done, to emphasize the need of technical knowledge and to supply the means of acquiring the technical education that are absolutely indispensable to the progress and prosperity of those who labor in the industry that the paper undertakes to serve. From an educational viewpoint, therefore, any attempt to discriminate between the advertising and editorial pages of a trade paper with respect to the rate of postage they shall pay is not founded on sound reason.—E. C. Hole, Editor, in the American Lumberman, Chicago.

SPECIALIZATION AND ADVERTISING

The policy for the successful printer is to determine in what particular line, both as to quality and character, lies his greatest opportunity for success. Having done this he should immediately specialize and become known to his customers as absolutely reliable within certain boundaries of quality, and efficient in any character of work entailing this quality. He must also understand that one means of surpassing his fellows is the proof to his customers that he understands not only printing but the customer's business as well.

This you will find merits confidence, for the customer will rely upon the printer that no egregious errors will be permitted from a mechanical standpoint as well as from an artistic one.

Now, Mr. Printer, let this soak in as a fact. At no other period in the world's history was the power of the printed word so great.

The printer who refuses to make use of advertising is shutting himself out from one of the greatest benefits of our present-day civilization. "They can't be much good; I never saw their advertising" is no longer an incident. It is a fact today. A reflection of the consciousness of almost all buyers—be it merchandise or printing.—Ben Franklin Monthly.

"Why Newspaper Voting Contests?"

DO THEY PAY? ONE WHO HAS FAITHFULLY TRIED THEM SAYS THAT HE DOES NOT KNOW.

NEWSPAPER voting contests seem rather on the increase than otherwise, still there are always doubts as to their profitableness. Much depends upon the condition of the newspaper inauguarting and conducting the same. As a rule, from our point of view, contests should be considered rather from the viewpoint of aggressive, effective advertising, than simply as direct business soliciting. If there is lack of interest in a paper, contests, properly conducted, stimulate interest, make the paper to be talked about and impress the people with an idea of the newspaper's push and enterprise.

The *Daily Record* of Canon City, Colorado, has been conducting contests for some twelve years past and gives the following brief review of results that will be found of interest and of some degree of profit to other daily newspaper publishers, though the confession is made by the proprietor, Mr. Guy U. Hardy, that he does not yet know whether a contest pays:—

Why do newspapers have contests?

That is a question newspapers themselves can hardly answer.

Of course a successful contest brings in money on subscription and it brings in some new subscribers. But whether a contest really pays or not depends altogether on the relation of the cost to the income.

The trouble with the contest is that it has gotten on such an extravagant basis. It has run wild. Papers all over the country seem to be trying to out-do each other in the value of the prizes given away.

The Record had its first contest twelve or thirteen years ago. A bicycle which was obtained entirely for advertising was given away. It brought in fair collections and made a lot of people glad that they owed on Record subscription account. As it cost practically nothing, it was considered quite a success.

Since then we have had several contests, all on a modest basis until the one in 1909. The best we ever had perhaps was several years ago when we sent two teachers to Salt Lake City for a ten days' vacation. The transportation cost nothing and the hotels made only a nominal charge so the cost of collection in that case was very light. One candidate alone brought in over one hundred new subscribers to the Weekly Record.

When we sent the man to the City of Mexico we had to pay for the ticket and give him $100 for spending money. The contest cost us 20 per cent of the collections and we thought that the limit.

Then in 1909 we put up two pianos, seven gold watches, five scholarships, etc. We had expert help in that case and that cost some money, but it helped swell the receipts. After the contest was over we figured up that it cost in actual cash a little over $1,000 and as we collected about $3,000, it cost us 33 1-3 per cent to collect, which is a pretty stiff rate if the accounts are good and ours mostly are.

In the contest just closed it might interest our readers to know that we collected approximately $3,500. The Ford automobile cannot be had by any newspaper for less than wholesale price in Denver. Mr. Bunton takes his commission out in business but that's about the same as cash, too, for he would have spent the money with us if we had not bought the machine—and it costs real money to produce advertising anyway. On the pianos and other prizes we got partial advertising contracts but had to put up a good share in cash as well. A good deal of help and other expense is necessary to pull off a big contest so that about off-sets the gain made in getting part advertising contracts on the prizes.

We figure that this contest cost us about $1,700 in cash to collect $3,500. That is, after the prizes and expenses of the contest is paid for we have about $1,800 left over. So it cost about 48 per cent in this case.

For this $1,800 we must supply 700 people with the Daily Record for a full year, or its equivalent.

It must be remembered also that these subscriptions are taken at the reduced rate of $5 per year.

Three hundred regular subscribers would pay in at the 50 cents the month rate an equal sum of $1,800 in the year.

So as a matter of fact we supply 700 people with the Record for one year for the amount that we would ordinarily collect from 300 regular monthly-paying subscribers.

It would require an expert in the newspaper business to figure out just how that is a paying business.

One of the advantages of contests is the number of new subscribers obtained. There are quite a bunch of these and they are most desirable. New subscribers to a newspaper are always a valuable asset if they don't cost too much to get—and if they are the right sort. A subscriber who takes the paper with his own money even under strong pressure from a candidate is considered good, for he may take the paper for years.

But where the candidate or some other person pays to have the paper sent to someone else, little is gained. For he will not become a permanent subscriber and there is very little profit in sending the paper for a year, 310 copies, for the yearly subscription rate.

Big city papers advance the advertising rate from time to time and they often use the results of a contest for a good excuse. This the Record will not do at this time, although as advertising rates go, the Record rates are very low. The Record is giving its advertising patrons excellent service for the money, and the biggest list that was ever gotten together in this county.

Does a contest pay?

We don't know. It can't be figured out in dollars certainly. We have gotten a good deal of advertising out of it, some good and some bad. It is a pleasure to give away an automobile, two pianos and a bunch of scholarships, watches, kodaks, etc., to deserving people if those who fail to score are not too keenly disappointed. But that feature sometimes cuts into the pleasure.

It is evident that the tendency is to demand larger prizes for each succeeding contest, in order to secure proper interest, and that a limit is speedily reached where contests must prove unprofitable by reason of the great cost and work involved. If expenses can be kept down, and new subscribers and increased advertising, at increased rates, can be secured and the paper be made more generally and favorably known, and this increased fame, goodwill and business of the paper can be maintained by the excellence of the paper and the increased value of advertising space therein. then, a contest and the giving of liberal prizes surely must be counted profitable, though the immediate profits may be small. Contests help to get into closer touch with the people. If full satisfaction can be secured and no bad feeling be incurred, this closer relationship to the people is worth while.

The Newspaper Press and Industrial Expositions

EDUCATIONAL AGENCIES SHOULD BE RECOGNIZED—AN APPEAL FOR LINCOLN MEMORIAL UNIVERSITY.

AS promoters of improved agriculture and of all home industries, American newspapers have come to occupy a most useful and important place. Recognition of the press in view of services, is coming to be more substantial and general by the managers of nearly all industrial and agricultural fairs and expositions. It is well, for without newspaper publicity the success of these valuable intitutions would be impossible.

Some State agricultural societies, notably Minnesota, have erected separate and permanent newsapper buildings on the exhibition grounds for the use of editors, publishers and reporters, and nearly always provide a newspaper day as one of the prominent features of the annual fair. We remember, with much pleasure, the attendance on such a day at the Annual State Agricultural Fair at Dallas in 1896, and delivering an address before the Texas Press Association, there assembled. The press of a State should not be slow to ask and expect such public acknowledgment of services and such accommodations as will enable the proper and the most convenient and complete carrying on their work for the benefit of the people and all the great agricultural, manufacturing and other interests involved, but when such arrangements are made for the full recognition and aid of the work of the newspapers, the press must make the most of the same. The plan of the Texas Press Association to have at least a one day's convention during a State Fair is to be commended.

There is every reason why prizes should be offered for the best exhibits of newspapers as well as for the best of any other products. The State Press Association should see to it that the newspapers and job printing offices have liberal representation in the premium lists. In speaking of newspaper day, at the Appalachian Exposition held at Knoxville, Tenn., during the closing days of September, that was largely attended by the people of East Tennessee, North Carolina, lower Kentucky and even North Geogia, the Etowah, Tenn., *Enterprise* says:

"Last Friday was 'Press Day' at the Appalachian Exposition and the pencil pushers of East Tennessee were largely represented. The boys were royally treated, being given to understand from the outset that everything was theirs simply for the taking. The press generally is the hardest worked and least paid of any of the professions, and when an invitation is extended they swarm around the festal board like flies around a molasses barrel. The boys had a good time and left for their homes boosting for the success of the enterprise."

So far so good, but the press should have been represented also as one of the leading and most useful and important industries of State, with such an exhibition as would have attracted, interested, pleased and instructed all visitors and left lasting impressions of the high standing and importance of the calling that serves other callings and all the people in all their domestic, social and poltical duties and relations.

The exhibits of the Knoxville, Tenn., *Sentinel* and the Chattanooga *News* showed, as fully described in the *Publishers' Auxiliary*, what could be accomplished. It was conceded to be the most unique and original in the conceptions of the exhibition: The exhibit was designed and arranged by Wylie Morgan, managing editor of the *Sentinel*, with the assistance of K. M. Zink, of the advertising department.

The *Sentinel's* booth was conspicuously located, being at the end of the main aisle that extended through the center of the building. At the northern extremity of this aisle was the booth of the Chattanooga *News*, making it notably significant that these two booths representing "The Tennessee Twins" in the journalism of the state, should be in such proximity.

The *Sentinel's* booth occupied a space eight by twelve feet in size. It was designed to portray to the visitors the fact that the *Sentinel* prints "All the news from all the world." This was indicated by a large globe, representing the terrestrial sphere, which was suspended in the center of the booth. A sign bearing the legend just quoted, encircled the globe, expressing the significance of the presence of the spehre with its map of the continents. Beneath this "world" was a circular pedestal upon which eight telegraph instruments were in action. These being connected with live wires were constantly uttering "Morse" that was intelligible to telegraphers. These instruments represented the various press wire services received by the *Sentinel* whereby it collects "all the news from all the world," and is able to print "today's news today."

In addition to the telegraph service, the pedestal also presented the resources of th *Sentinel* in the matter of securing news by long distance telephone lines. Three telephone outfits represented as many long distance lines were shown.

The exterior of the booth was significant of the wire services that brings the news. The four corner posts were typical telegraph or telephone posts, 11 feet in height, at the top of each of which a "cross arm" bearing two wires encircled the booth.

A *Sentinel* representative was at the *Sentinel's* booth during the hours the main building was open. All visitors were invited to register upon blanks provided for the purpose, and their names were later published in the columns of the *Sentinel*.

A souvenir was also distributed to visitors, it being a postal card, suggestive of an "extra" being issued in compliment to the visitor. A line was provided upon the card on which the visitor could write his name, thus making the card read:

JOHN SMITH
IS IN TOWN VISITING THE
APPALACHIAN EXPOSITION.
BIG PARADE, BANQUET, FIRE-WORKS.

At the bottom was a message to the recipient of the card, reading: "They got out an Extra for me."

We were pleased to notice, in the copy of the *Sentinel* that reached this office, that the cornerstone of the new laboratory of the medical department of the Lincoln Memorial University was laid during the Exposition. The *Sentinel* says:

"The new laboratory building is one of the finest in the south. It is four stories with the basement, which extends above the ground. It is being constructed of brick, with marble trimmings. Committees from the University visited the leading hospital laboratories of the east, and there got the best ideas for a modern and up-to-date laboratory, which have been adopted in the construction of the local building.

"The latest equipment will be installed, the ventila-

tion will be the best that can be secured, and in every way it will be modern and up-to-date. * * *

Dr. Hubbell, the president, made a short address in opening the exercises, setting forth the purposes of the laboratory, and something of the work of the University of which he is the head.

Mayor S. G. Heiskell delivered an address on the founding of the Lincoln Memorial University, and its purpose to give to the boys of Kentucky, Virginia and Tennessee, near the boundary lines of which three states the institution is located, the best education possible. He reviewed the history of the institution and told of the valuable work it has done in bringing advantages to the doors of boys who would otherwise have been unable to obtain an education."

Now when we commenced to write this article we had no thought of this educative feature, but the press and expositions and all other educational agencies, should be in close touch, and finding in this copy of the *Sentinel* this reference to the work of the Lincoln Memorial University in the upbuilding of which, as a member of the Board of Directors, we have been connected twelve years, we have thought it proper to add something in that regard here instead of treating thereof in a separate article.

The schools and the press are the two great educational agencies of this country and both were represented at the Appalachian Exhibition. We have very frequently urged the importance of the press keeping in closest possible and most helpful touch with the schools. We are glad that Lincoln Memorial University had an exhibit at this great Exposition.

President Hubbell delivered an address at the recent convention of the National Editorial (now Press) Association in Detroit on "Education by Press and School in the Cumberland Mountains," and was listened to with deepest interest. Lincoln Memorial University is altruistic in its conception and work, and is doing a splendid service where greatly needed. It was founded and has been built up and maintained by voluntary contributions. It is to be regretted that the National Editorial Associaion was not in position, years ago, to take an active part in the work of this institution and to secure thereby a department of typography and journalism under its direct fostering care in a region that promises so much in the way of furnishing able young men with surroundings that make for their loyal zeal in any work that they may under- However, President Hubbell is doing what he can, but needs aid.

We hope that supply men, leading publishers and printers and typefounders will heed the appeal contained in the following which, while private and not intended for publication, we print here for the good of a cause to which we are not able personally to devote much time:

LINCOLN MEMORIAL UNIVERSITY

Cumberland Gap, Tennessee.

(A living memorial founded by a grateful people.)

October 6, 1911.

Mr. B. B. Herbert, 4618 W. Ravenswood Park, Chicago, Illinois.

Dear Father Herbert:—Ever since our meeting at Detroit, I have known you as never before, for I have seen you in the setting of your life-work.

Sometime in the winter I hope to go to Chicago, and hope to talk with you in regard to Lincoln Memorial University, but at present I want to ask a special favor at your hands. Our printing office is coming on splendidly, and we have secured a pretty good office which is under charge of Dr. McLain. A New York friend will send us, this month, a press to be used in printing the Mountain Herald. We need a good supply of paper of the better quality to be used for letters to donors, and for the better class of the correspondence which the University must carry on. Then there are programs and other types of good printing which we must do, and I am hoping you can find some generous friend, who will send us a good variety of papers suitable for the varied uses of the job office. The remnants from a large printing office will serve us admirably.

I am sure you will be glad to do this, and it will save us money and promote our industrial department.

With kind regards to yourself and family, I am,

Cordially yours,

GEO. A. HUBBELL.

Paper, type, machinery or other contributions can be forwarded to President Hubbell at the above address.

WHY HE DID NOT SUCCEED

He did not know how to advertise.
He did not keep up with the times.
He tried to do everything himself.
He tried to save by hiring cheap help.
His word could not be depended upon.
He looked upon system as useless red-tape.
He strangled his progress by cheese-paring economy.
He did not have the ability to multiply himself in others.
He did not think it worth while to look after little things.
He ruined his capacity for larger things by burying himself in detail.
He never learned that it is the liberal policy that wins in business building.
His first success made him over-confident, and he got a "swelled head."
He thought he could save the money which his competitors spent for advertising.
He was always running his business down. With him times were hard and money tight; business only just "so-so."
He was pessimistic, and all his employes caught the contagion, making the whole atmosphere of his establishment depressing.
He put men at the head of departments or in posts of responsibility who lacked executive ability and the qualities of leadership.
He could plan, but could not execute, and he did not know human nature well enough to surround himself with efficient lieutenants.
He did not think it worth while to compare his business with that of his more successful competitors, or to study their methods.—Shears.

PLEASURES AND BENEFITS ACKNOWLEDGED.

Glenwood, Volusia Co., Fla.

B. B. Herbert, Editor National Printer-Journalist, Chicago, Ill.

Dear Farther Herbert:—Am enclosing my check for $6.00, to apply on my subscription to the N. P.-J., and hope this little remittance will give its editor some little part of the many pleasures and benefits that the Printer-Journalist has given me in the ten or twelve years I have been a subscriber.

ROYAL B. CHILD.

The Developing Possibilities of an Organization of Governors of Printing Offices

By B. B. Herbert, Editor of the National Printer-Journalist, before the Chicago Printing Crafts Association, Tuesday Evening, Sept. 19, 1911.

TO ask what may be accomplished is natural and wise in the founding of a new organization. It may not be possible to forecast all possibilities, for all progress or attainment is a matter of growth or development. Thought elicits thought. The wise man said: "Iron sharpeneth iron; so a man sharpeneth the countenance of his friend." Men associated together in helpfulness and friendship, with problems to solve or worthy purposes to accomplish, sharpen each the other's wits and by interchange of knowledge, observations and experiences, elicit thoughts and reach conclusions and truths new to each and all. First, there must be a meeting of minds, a sincere, earnest desire to reach desirable ends, a freedom from thoughts of individual aggrandizement or an overmastering desire, merely for position or the attaining of selfish ends or the gratifying of personal pride. For any organization to be highly useful, there must be mutual confidence, and friendship among the members with an eye single to the advancement of each the other's good and the attaining the worthy ends had in view.

The reason of so much wrong and failure in government, as well as in civic organizations, federations and unions, is that the objects are forgotten or largely forgotten in the selfish struggle for recognition, position, power and pelf or for the attainment of personal glory, ending at last in the corruption of the government or the organization, in the disgrace, overthrow and frequent impoverishment, if not penal punishment of the corrupt self-seekers, while evil and loss to all follow instead of the good aimed at by government or organization.

The highest ideal, principle, or aim of human life, founded on the experience of all the centuries of human struggle and uplift, as well as on true philosophy and sound reason as applied to human relations and dependencies, is that of useful, helpful service to fellow men. Service is the true basis of all legitimate business, of all useful or creative work, of all worthy organizations, of all free government, of all orderly society, and of all true religion, and the source of all deserved reward, of all worthy, satisfying successes, security, power and glory. There are no higher truths, none more important in all the relations and organizations of men than were declared by the Great Teacher to his disciples—two of whom had been asking for positions of honor—as they journeyed, nearly two thousand years ago, over the Plains of Palestine toward Jerusalem: "Whosoever will be great among you shall be your minister; and whosoever of you will be the chiefest shall be the servant of all. For even the Son of Man came not to be ministered unto, but to minister, and to give his life a ransom for many." These declarations were set opposite to and placed in contrast with the old ideas of exercising lordship and authority by rulers.

It is well to remember, again, that we have reached an age when, and live in a free land where, service is recognized as the highest ideal of life and that he who receives without rendering full service or returning an equivalent, receives as a thief or a mendicant.

The higher the service the higher the honor and the higher the reward.

I take it that the primary object of this organization is to prepare each member for higher and more efficient service. It is an age in which the industries are being given worthy attention and proper recognition. It is well. On the industries and their exaltation and improvement rest men's wellbeing and security. With all men profitably and wisely engaged in mutually helpful employments, there will remain little work for governmental functionaries and no place at all for want or for those who only live on or prey upon the products of the toilers. It is needless to say that you, as directors and governors of printing establishments, occupy no mean positions. Printing is the servant and conservator of all arts, all business, all callings, all intelligence, all government, all altruistic, educational and other worthy undertakings, and of all human progress, and should be an exemplar, as well as an aid, command hearty allegiance, and should lead in all artistic attainment and be an inspiration as well as a servant to all others, and should demand, and win rewards commensurate with service, and be cherished and revered for highest artistic attainments.

You have passed through and mastered the art, or you would not occupy your present positions. It is now yours to direct and improve. You can never cease learning, never stand still. Stagnation is death, but progress is life. The lessons and acquirements of yesterday are only helps to newer and broader knowledge and greater acquirements which must ever be progressive and to greater attainments demanded ever by men's advancement and multiplying needs, and earth's increasing population and enlightenment.

It may be well by way of further preface, to consider the important fact that the history of the world proves that greater and higher production does not decrease or in any way limit men's opportunities. Inventions, improvements and greater efficiency in accomplishment and production have not only given workers greater and more numerous opportunities but have increased their wages and made their work more agreeable and higher in character, where these opportunities have been properly understood and improved. Men's wants increase with the means of their supply. I remember, that in the early day of Ohio, teamsters, whose occupation was teaming from interior towns, hauling out grain and other farm products to the lake, and bringing back merchandise, thought that the building of railroads, with the capacity of handling a hundred times as much freight in one twentieth of the time, would throw large numbers of men and horses out of work. The same fear was manifested by the operators of stage lines. So it was with the introduction of harvesting machines in Minnesota, and even with the introducing of type-composing machines right here in Chicago, only twenty years ago, where one printer committed suicide because he thought the demand for printers would soon be so limited that he would have no work, and he thought to escape the possibility of starvation by taking the quicker and less painful water route to death.

Transportation of goods and passengers, farming and printing have kept pace in growth with the new improvements and greater efficiency and there is more employment at better wages, and of more desirable character in every way, affording higher, safer, pleasanter employment, even in proportion to the greater population, than ever before.

In the light of these facts then, what are the "developing possibilities" of your organization as representing a calling that must or should lead all other callings, and promote the progress of the world?

First, is the promotion of harmony, security and goodwill — an *esprit de corps* — to use a most expressive

French phrase that indicates the animating spirit of harmony, loyalty to, and personal interest, pride and ownership in this worthy calling, just as well as in an army or other collective body or association of men. Printers, in the aggregate, are a most responsible army of intelligence, progress and promotion.

Second. You, in this organization, as honorable directors and governors, in your respective printing offices, may do much to advance and improve yourselves and your offices and to promote and maintain highest standards of the printing business, by working together, for the spirit which means enthusiasm, and loyalty and that will tell for higher attainment and universal appreciation, respect and genuine confidence and esteem. Let the effort be for an understanding of what is due the calling and for a high, intelligent regard therefor and co-operate and work with a determination to be worthy of the calling and all its demands and obligations, and to maintain the same in all honorable ways.

Third. Study and discuss the work and lives of the worthy patrons and members of the craft from Franklin down, and, each of you be proud to say: "I am a printer." Build yourselves and each other up in knowledge and enthusiasm. Prepare and read papers on the different steps, processes and branches of the craft; on types, implements and machinery, on office arrangement, management and shop engineering. Get down to patient investigation, study, comparison and criticism, like true workmen and true artists; collect and study and be proud of the works of the masters of the calling and study the lives and methods of these masters and get yourselves enthused that you may inspire those under you with like love and zeal.

Fourth. Your organization ought to establish a worthy printers' library and printing art gallery and museum. Into it should be gathered the best work of the advertisers, the designer and illustrator, as well as that of the best of printers in every line. Point out and discuss the best features of the samples of printing shown and criticise the defects, and consider the best methods for production and improvement. Not only does the wisdom of the world, its general, scientific, technical and professional knowledge pass through the hands of the printers, but as has been stated, all business callings, social and political institutions, reforms and undertakings are very largely dependent thereon, and you should make such a showing as not only to interest all members of the craft but all the people.

Fifth. The aim of your organization is not only your mutual improvement, but the improvement and betterment of the offices under your charge, and of the workers employed therein, and the making of the business more permanently satisfactory and worthy of, and profitable to the owners thereof. To these ends nothing is more necessary than a proper rule or code of rights or ethics that will recognize the relations and obligations of employers, superintendents, foremen, and all the workpeople and apprentices in all the departments as well as the rights of customers, of the public and of competing offices. The code need not be long. The golden rule, "Therefore, all things whatsoever ye would that men should do to you do ye even so to them; for this is the law and the prophets"—may suffice. It may need interpretations and application, but today this golden rule is coming to be generally recognized as the most practical and valuable and binding rule in the industries and in business—it stands for honesty, square dealing, the full recognition of the services, the safety, security, health, rights and wellbeing, in every way, of all and each. The waste, the losses, the wrongs and the destructiveness of the old methods of strife, of selfish individualism, of neglect and the lack of earnest, interested recognition, consideration, regard and care for the wellbeing of all, have come to be generally recognized. "An injury to one is the concern of all," has been broadened into the wider truth, "The welfare of all is the concern of each."

Sixth. Having fully entered upon mastering and putting into practice these suggestions and principles, I know of nothing of more importance for any controlling body of printers than the consideration of a correct cost-finding system and the arranging for and insisting upon the installation of the same. The only way to just dealing with customers, proprietors and workmen is to know the cost of production and to find out, through such a system, where leaks, waste, inefficiency, loss of motion and of time, incompetency and soldiering exist. The director of a printing-office force is entitled to know and it is his duty to know of the adaptation of men, appliances and machinery to the work to be done and to suggest and insist on such an arrangement, such an equipment and such a manning of an office with competent workers as will best enable the producing of the results demanded. Superintendents should fully understand the best working conditions and should insist on such a supply of light, and such regulation of temperature, such ventilation and sanitation as will best serve the men in their work, preserve their health and vitality; promote the vigor of body and mind and keep out listlessness and dullness. You can do much in this organization in the way of studying these subjects and deciding on the best methods for securing the desired ends.

Eighth. This is an age of great consideration, discussion and application of scientific management or shop engineering. Much has been developed as to losses from lack of appliances and the want of methods for husbanding and properly directing energy; saving time and unnecessary motions or efforts. This shop-engineering comes within the province of the governors, directors, superintendents and foremen. The workmen do not know because they have never learned, and they put forth their energies along methods and lines that are provided. The obligation of shop engineering rests with men in charge. In the simple employment of brick-laying, a calling more than twenty centuries older than printing, by a little thought and planning and simple devices, the required motions of the master brick-layer have been reduced to one-fourth the number thought to be necessary through twenty-five centuries or more, and the most arduous and exhaustive part of the work, the bending over and raising the body of the workmen, a weight of a hundred and twenty pounds or more, to reach for each trowel of mortar and to pick up each brick, has been entirely eliminated. With less weariness the skilled workman will do two times the work before considered practical. Much that was formerly done by the high-priced artisan is now done by unskilled labor. This is only one instance of what can be saved by intelligent shop engineering. It is a subject that can well and profitably be studied, considered and discussed in your organization. Proprietors will be ready to co-operate when once shown.

Ninth. Back of efficient management must be secured the intelligent co-operation and the personal loyalty of the wokers. There must be harmony and cheerful helpfulness between the heads or foremen of the different departments and among all the wokers. Each and all must feel that they have a responsibility and a part in the work and the success of the establishment. Having

secured an "esprit de corps" in the calling, it must be secured among the men. The broad principles of service, of the golden rule, of an interest in and care for each employe, will help wonderfully. Every worker should be made to feel that the office, the efficiency, good name and fame are in part his own and should be so much a part of the establishment on which his own wages, attainment, advancement and success depend, as to speak of the same with pride and satisfaction as "our office" and of the work turned out as "our work." The securing of this spirit and interest among workmen depend upon the knowledge, character, disposition and conduct of the directors and foremen. The cultivation of the right feelings, disposition, fraternal, altruistic spirit in such an organization as this will help wonderfully as will the interchange of knowledge and experience. Not only, in my opinion, should you gather here in your meetings for the cultivation of friendship, the comparison of views and experiences, but you should visit each other's offices, from time to time, to examine methods, secure and make suggestions and compare accomplishments. Each should be free to make known his difficulties and to give and receive helpful criticisms and advice. "In multitude of counsellors there is safety," said the wise man of old, and there is also the means of progress in the disinterested counsels of loyal friends in all the lines of your high and useful calling. Having studied your offices and those of others, and having come to understand conditions, it will be possible to advise just what work you can most effectively and profitably turn out and to suggest such changes in proposed orders from customers as best to adapt them to the conditions for profitable production, or else, with business wisdom, friendliness, goodwill and helpfulness, to advise the turning over the work your office is not fitted to do profitably, to some other office equipped to do the work to the better advantage and satisfacion of a customer, with a reasonable profit.

Every office and every man therein, should, as far as possible, do the work for which best equipped or fitted. There is only loss and dissatisfaction in trying to do work which can be better and more profitably done by others.

Tenth. There is one thing which you men ought ever to keep in mind, as an inspiration and a constant incentive:

The future of the printing business, its advancement as a worthy calling and its financial standing and success must come largely through your enthusiasm, ability, artistic spirit, skill and management. Proprietors are naturally too largely taken up with the strictly commercial side, with the realizing of immediate returns that the "ghost" may walk regularly each week, expenses be met and profits realized, too much vexed with competition and busines rivalry, to give needed attention to the art, to the details of effective and worthy production required for worthy attainment. It is yours largely to so direct offices that beginners may have the opportunity and incentives for higher attainments. Printers have, in this commercial age, had too little zeal for the calling. It is yours to show that under the right conditions, the very best work can be economically produced and be made abundantly effective and profitable.

To these ends it will stand you in hand to keep in closest possible touch and harmony with employers, with the owners of your offices and with their organizations and their efforts for improvement and betterment.

Never before in the history of the country has there been such activity among the employers for the improvement of the calling as now. The work of the Ben Franklin Clubs, the United Typothetæ of America, and the Cost Congresses have been signalized by zeal and wonderful results.

I was glad to note that at the recent Cost Congress in Denver, some of the owners of offices brought their superintendents with them, that they might be benefited by the papers and discussions. You will do well to study the printed addresses and proceedings of these conventions.

I am glad that I am to be followed tonight by one of the master printers, Mr. Toby Rubovitz, who presented at the Denver Convention, one of the ablest papers read, in which he reviewed the work of the U. T. A. for the past many years. Listen to him and get in close touch with the great work that is being accomplished.

JOURNALISM AS A HOBBY.

Omnia Journalism in partes tres est divisa.

By Geo. Kilpatrick, Station C., Memphis, Tenn.

There are those who consider journalism strictly as a business; others who consider it as a profession, and still others who follow it simply as a hobby. The members of the latter class are blockheads, according to Samuel Johnson, who declared that no one but a blockhead ever wrote except for money. Johnson, I think, would have to retract that statement were he living today. No broad-minded person could cast such a reflection on the host of near-journalists, who write without even hoping for monetary returns. These persons call themselves amateur journalists. Their number runs into the hundreds, and a more conscientious bunch of young people cannot be found. I say young people, but not all of them are young. Some are middle-aged and some are old. There is one "grandpa" amateur journalist. The great majority, however, is made up of young people of all walks of life. They range from the small boy with his miniature printing outfit, to the young man prosperous in the commercial world. Perhaps the boy and many others expect to make journalism a life's work later, but many amateurs in journalism have not such goal. Many are in it principally for the benefits to be derived from the social side, and others mainly for the fun they get from the political end.

Those interested in politiics have plenty of opportunities to display their ability as politicians in the organizations composed of amateurs. There are many associations and clubs all over the country, the three most important ones being the National Amateur Press Association, United Amateur Press Association, and the Southern Amateur Journalism Association. These associations, besides having the usual officers, have bureaus of criticism, publicity, etc., and various committees to help carry out their purposes, i. e., to encourage and aid literary aspirants. Once a year, conventions are held. The attendance is usually small, but the enthusiasm is great. These annual meetings last from one to three days and a good time, generally, is had by all who participate. At the last session of each convention the officers for the ensuing year are elected, and hot contests are often pulled off, the biggest fights being over the presidency and official editorship. Those who cannot attend the conventions are represented by proxy ballots.

The official organs are almost essential to the life of "A. J." (for "A. J." is what they call it) organizations. There are scores of papers of all sizes and descriptions published by enthusiastic "A. J."-ists. They are published at the expense of the editors, there being no advertisements to cover cost of printing; indeed, there is no subscription price. The editors gladly send their

papers to fellow editors and others, free. In these publications are printed stories, poems, essays and editorials on about as wide ranges of subjects as are found in the regular newspaper press. The editors know that their papers will be read by many critical as well as sympathetic amateurs, so they write and re-write until the articles printed are usually their best efforts. Then each editor is glad to receive criticisms, for he knows that suggestions given and taken in the right spirit are beneficial.

The amateur editor is not the only one to be benefited, for he is generous enough to give some of his space to others. There are many amateurs who for various reasons are not publishers, but are glad to contribute to the amateur press. From editing and contributing to these papers comes the greatest aid of amateur journalism. Note here the contrast to professional journalism. A poem, story or essay is written and sent to the amateur editor, not "at your usual rates," but for the good it does the contributor. He has given hours of good hard work to his contribution, but all the remuneration he wants is to see his work put into type. Were it not for amateur journalism these hours of beneficial labor would not be so published; he would not even try to write, for he knows that should he send his MS to the regular press it would be rejected.

One of the objects of most organizations of amateurs is to promote the feeling of good fellowship among the members. Some may fail in this, but "A. J." organizations, as a rule, do not fail in this regard—judging from the fraternalistic spirit among members everywhere. Of course all amateurs do not agree, and often political differences cause hot controversies, but generally brotherly relations prevail. No matter where an amateur journalist goes, he always finds friends in the amateurs. Although he may be a perfect stranger, he is received with open arms when his hobby is known. He is treated as a brother, and a brother he is in the broad sense of the word. He is a brother in a strong fraternity—strong in that what it does is done only through love for the sense of journalism as a hobby.

A WORTHY MONUMENT TO THE ADVERTISING CALLING.

The growth of advertising as a distinct and honorable profession has been remarkable. One of the gratifying features of that growth has been the improvement in the character of the calling—the high standards that have been adopted. This is not always true with the growth of a profession, but advertising agents stand as the representatives of honorable men, whose business growth depends on honest dealing. While, on the other side, are the publishers, whose positions, as the representatives of an intelligent clientele, as the purveyors of information in the world of trade as well as in all the affairs of life, compel—for permanent success and a good name—truthfulness and reliability. Advertising agents have become the evangels as well as the devotees of honest, square dealing, and they have grown greater and the more prosperous as they have grown better and more honorable.

One of the material evidences of the wonderful development of advertising and the prosperity of its promotors, is the erection, in Chicago, of a magnificent "Advertising Building." It is said to be the first structure erected "properly to express the majesty and importance of publicity," and it is a worthy representation. It is to be located at 119 to 125 West Madison Street, near the La Salle Hotel, and is to be fourteen stories in height and will be devoted exclusively to advertising agents, agencies, publishers and various firms with allied interests. In writing of this building, for his paper, "Standard Advertising," Editor Seth Brown says:

It is fitting and proper, following the great Boston Convention of the Associated Advertising Clubs of America, that the city which gave that organization birth should announce the plans for an office building, central in location and with every advantage which modern skill can devise, which shall be occupied exclusively by the immense advertising interests of Chicago.

This is a result and not a primary cause. It will express much more than simply offices, however excellent or imposing. It proves that the industry of advertising has reached proportions of sufficient importance to justify this undertaking.

The advertising men can hold their heads a bit higher.

Law, medicine, and the preachers have had their several institutions and organizations, but in the past advertising has been considered too largely on the curbstone basis.

This revolution required time, and now the day is at hand when an advertising man may with commendable pride refer to the fact that he is housed in the Advertising Building.

All of the advantages of such an arrangement may not at first be apparent, but as the plans are worked out they will become more and more obvious. For instance:

One of the first requirements which a prospective tenant will be obliged to meet is that his own house be in order; that he is conducting a legitimate business.

The Chicago Advertising Association will have the top two floors for club purposes, cafe, recreation room, library, and the many conveniences which go to make life more pleasant. Mr. J. R. Woltz, its president, is an ideal house manager, and through his efforts much of the initiative work has been done.

Chicago is more essentially an advertising city and an advertising center than any other city in the world.

But the business which can be called essentially Chicago business does not equal in volume that immense quantity which is done in behalf of the territory of which Chicago is the center.

No railroad runs through Chicago—they all stop here, because it is the terminal of 32 trunk lines, a larger number than center in any other city in the world.

Those who locate in this building will possess an advertising asset on that account.

Everything of this cahracter which tends to increase the usefulness and importance of advertising should be encouraged for the common good.

There are very many advantages which will result from having the different advertising interests located in one building. More and more advertising men have come to understand that the interests of one are the interests of all, and there is a greater degree of harmony in cooperation today than ever before.

Therefore, the natural results of having many of them domiciled in the same building will still further increase this influence, which is sure to extend even beyond those who occupy space in the new Advertising Building.

This building will have every possible advantage of convenience, service and appointments in keeping with the importance of the industry.

Advertising is coming into its own, and now it is to have a building all its own.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

THERE are several types of mortals whom we editors mutually despise. The first I might mention is represented by that subscriber, who, when dunned for a year's subscription, declares he received only two or three copies of the paper during the year and on that ground refuses to pay. Another type is that kind who accept a newspaper for a number of years and when finally cornered for settlement swear they never ordered the paper. And then there's the man who allows the paper to come to his address for several years without paying for it, and then moves away without notifying the editor, thus cheating the latter out of several year's labor and a considerable outlay of hard-earned cash. And there is another class, who get two or three years behind on subscription, then pay up the price of one year, and a year later, when asked to settle up their account, insist that they paid up all arrearages the year previous. And just so long as country publishers continue to run their papers on the old-style credit-to-everyone-for-an-indefinite-period plan, will these several despicable classes continue to make a noise like trouble around the front office. The only way to eliminate them is by adopting the ideal cash-in-advance-stop-at-time-of-expiration system, as cited at some length in recent past installments of this department of the National Printer-Journalist. It may not be digressive to add right here that, during my past several months' experience in the newspaper syndicate business, furnishing editorial-page features to the fraternity, I have been surprised to find among the subscribers to our service every type alluded to above. There's the man who pleads non-receipt of our stuff to avoid payment therefor, the man who moves without notice, the man who swears he never ordered the service, and even the fellow who refused both our matter and to make remittance to cover account. You'd hardly believe it, dear reader, but it's true; teaching us again the ever significant fact of man's' oneness. We are all human, different only as individuals, but not as classes. Because we are editors and printers, we are not all more than other people; and those among us who are more than some others in morality and integrity would have been so, perhaps, in any other calling.

Red Wing, Minn., Sept. 4, 1911.

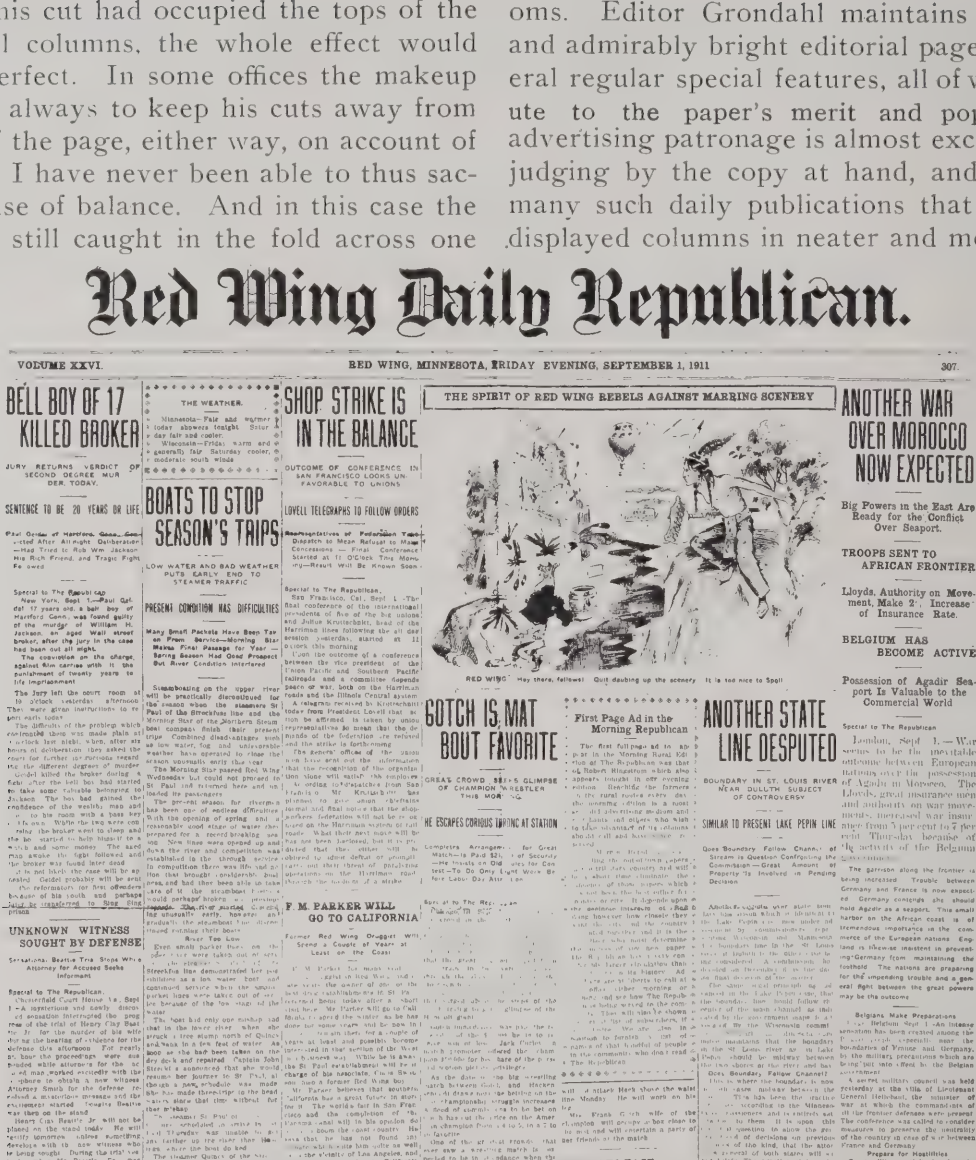
Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover, I send you a number of recent copies of the Red Wing Daily Republican, which you may possibly be interested in looking over and criticising. If any notice appears in your publication, kindly send me marked copy.

Fraternally yours,
JENS K. GRONDAHL,
Editor and Manager.

Especial interest attaches to this publication in that it was founded by Editor Benj. B. Herbert of this journal. The weekly was started, so Brother Grondahl informs me, as early as 1857, by Gen. L. F. Hubbard. The daily is now owned by the Red Wing Printing Company, with Tams Bixby as president, N. Halvorson, treasurer, and Jens K. Grondahl as secretary and editor and manager. I understand it issues at least two editions daily, morning and evening, and, according to my Lord & Thomas directory is accredited with a circulation of 1,675 copies per issue for the daily, and 2,000 copies for the weekly edition. And the beauty of it is these figures are reliable bold-face. On or about September 1 the Republican was enlarged from six-column to seven-column quarto size, indicating growth and prosperity. I am very favorably impressed with the typography and makeup of the Republican's first page—so much so, in fact, that I have selected it for reproduction (exhibit 1). Anyone with even a little good taste can see that this page is very neatly and nicely arranged. I have but one criticism to offer: Why was the three-column cartoon thrown out of

center? If this cut had occupied the tops of the three central columns, the whole effect would have been perfect. In some offices the makeup is instructed always to keep his cuts away from the center of the page, either way, on account of the fold; but I have never been able to thus sacrifice my sense of balance. And in this case the cartoon was still caught in the fold across one oms. Editor Grondahl maintains an extensive and admirably bright editorial page, besides several regular special features, all of which contribute to the paper's merit and popularity. The advertising patronage is almost exclusively local, judging by the copy at hand, and there aren't many such daily publications that put up their displayed columns in neater and more attractive



Red Wing Daily Republican.

VOLUME XXVI. RED WING, MINNESOTA, FRIDAY EVENING, SEPTEMBER 1, 1911. 307.

BELL BOY OF 17 KILLED BROKER

JURY RETURNS VERDICT OF SECOND DEGREE MURDER TODAY.

SENTENCE TO BE 20 YEARS OR LIFE

Paul Gordon of Hartford, Conn., Convicted After All-night Deliberation—Had Tried to Rob Wm. Jackson His Rich Friend, and Tragic Fight Followed

Special to The Republican

New York, Sept. 1.—Paul Gordon, 17 years old, a bell boy of Hartford, Conn., was found guilty of the murder of William H. Jackson, an aged Wall street broker, after the jury in the case had been out all night.

The conviction on the charge, against him carries with it the punishment of twenty years to life imprisonment.

The jury left the court room at 10 o'clock yesterday afternoon. Then were given instructions to regain each today.

The difficulty of the problem which confronted them was made plain at 1 o'clock last night, when, after six hours of deliberation they asked the court for further information regarding the different degrees of murder.

Gordon killed the broker during a fight after the bell boy had started to take some valuable belonging to Jackson. The boy had gained the confidence of the wealthy man and on the noon with a base key [illegible]. Within the two were confined the broker went to sleep and the boy started to help himself to cash and some money. The aged man awoke the fight followed and the broker was found later dead.

It is not likely the case will be appealed. Gordon probably will be sent to the reformatory for five years because of his youth and perhaps [illegible] be recommended to Gov. Eberhart for pardon.

UNKNOWN WITNESS SOUGHT BY DEFENSE

Sensational Beatrice Trial Story Who's Attorney for Accused Seeks Informant

Special to The Republican

Chesterfield Court House Va., Sept 1—A mysterious and newly discovered sensation interrupted the progress of the trial of Henry Clay Beal Jr. for the murder of his wife during the beating of whispers for the defense this afternoon. For nearly an hour the proceedings were suspended while attorneys for the accused man worked excitedly with the witness to obtain a new witness. Attorney Smith for the defense refused to mention passage but the excitement started. Beatrice Beatrice was then on the stand.

Henry Clay Beatrice Jr will not be placed on the stand today. He will testify tomorrow unless something develops with the new witness who he being sought. During the trial Mrs. Beatrice Sr. was [illegible] testifying, the apparently important [illegible] of the defendant rushed to the stand and he sobbed and managed open [illegible] during the further recital of [illegible] details, following the death of the boy's wife.

Several witnesses were introduced later to discredit the story told by Paul Beatrice cousin of the accused. W. H. Lewis an employee of the Beatrice store in Richmond declared that Mrs. Beatrice often spoke of his cousin as her fiancee for a time.

The defense in commencing its strong wall of evidence which the [illegible] had difficulty in beating down. The great stronghold of the [illegible] was the [illegible] testimony.

ATTEMPT IS MADE TO POISON PRIEST

Ex-Sheriff Daily Contests Was Celebrating Mass, Wine Was Poisoned

Special to The Republican

[illegible] Sept. 1. With communion [illegible] Father [illegible] priest of the [illegible] church [illegible] was celebrating mass [illegible] the communion wine was poisoned. [illegible] Father [illegible] was [illegible] the wine [illegible] the [illegible] [illegible] [illegible]

pleased to have you criticise. Your criticism was rather severe on a number I sent you a year or so ago, and I hope you may find improvement in the number I now send. Yours fraternally,

JOHN R. WALLIS.

In cauterizing a wound, lancing an abscess, and the various minor operations in which an anesthetic is seldom administered, the surgeon frequently inflicts severe pain upon the patient, that the latter may have relief from the complaint and ultimate recovery of health. And so it is with me in this department of criticism. I sometimes resort to cutting words, just as the doctor resorts to probe and scalpel, that the patient may improve and recover from the evil

DIXIE HOMECOMING EDITION

Washington County News.

MOST SHOCKING — The Stake Academy — Invitation to Former Dixieites — Drove First Team — RAILROAD SURE — Dixie Pioneers — Enterprise Events — Local Overflow — Photo Pickings — Leeds Local Lines — Rockville Ramblings — Mrs. Rohner Dead

No 2

things with which it is found afflicted. And so it must have been in the case of this Washington County News, which is today in perfect health, thank you, and with little trace of its former afflictions. I hope the medicine administered thru this department a year or more ago had some part in bringing about the fine perfection of the present. This special "Dixie Homecoming Edition" of the News is a mighty fine specimen. Good contents, good presswork, good typography and a good mechanical makeup all combine in a pleasing result. Besides several special features, that which made this number of the News strictly "special" was a home-printed four-page supplement replete with fine homecoming stuff, all nicely illustrated with large and appropriate half-tones. The first page of this sheet is shown in exhibit 2, showing how high was the merit of the mechanical work thereon. For me, the single line heads are a trifle large and the amount of white in the double-deck heads is somewhat too profuse, but they are all nice faces and the general effect is pleasing. The degree of art attained in the makeup and the fine balance achieved blend in a way to provoke admiration. I have taken the time to peruse the greater part of the editorial page of this issue of the News, together with several news-stories, etc., on other pages, and through that fact am prepared to announce that Editor John R. Wallis is not entirely without talent as a writer. His editorial on Dixie Homecoming shows inspiration and sympathy with the subject in hand. In some paragraphs he has been carried to some height of eloquence. Twenty-three hundred copies of this special edition were published, with the object of mailing a copy to each former Dixieite as an invitation to attend the reunion of pioneers to be held in St. George, September 13 to 15. Aside from the much special matter incident to this event and purpose, there is enough of the regular run of matter to indicate that the normal Washington County News is today a first-class country weekly. The several news-letters from surrounding communities make a feature so commendable that I cannot pass it without mention.

Chilton, Wis., August 19, 1911.

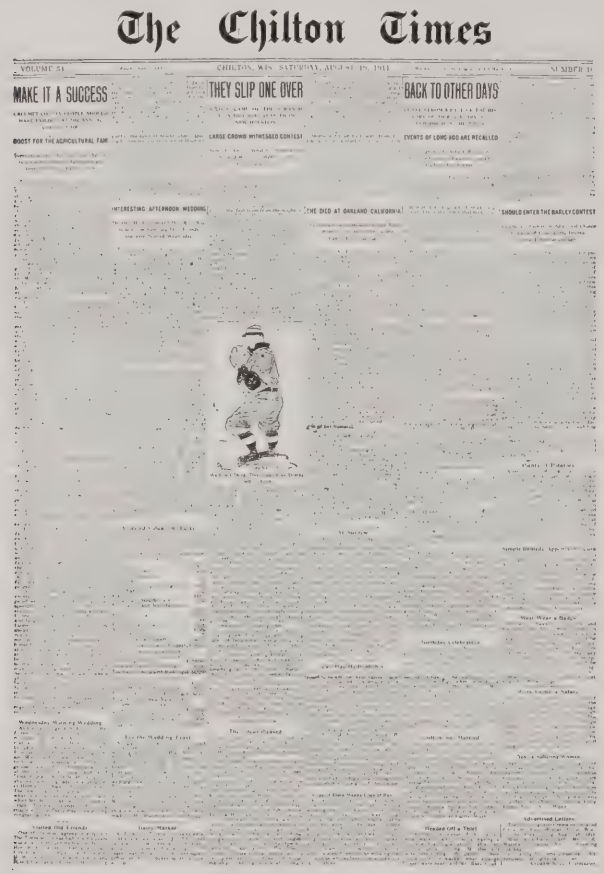
O. Byron Copper, De Soto, Wis.

As I have recently read in the National Printer-Journalist the criticisms on job-work and newspapers and newspaper advertisements, and being very much interested in the subjects mentioned, especially newspaper ad-work, which is my hobby, I take the liberty of addressing you, asking the favor that, at your own convenience you pass judgment and criticism on the ad-work and make-up of the three copies of the Chilton Times, which I have this day forwarded to your address under separate cover. Any suggestions for improvement will be thankfully received. Yours very respectfully,

JOHN N. HUNTZ.

It doesn't require more than a brief glance at the first page of the Chilton Times to satisfy the most fastidious of judges that the man who makes it up is an artist of the most exacting taste. Out of the whole budget of copies at hand there's not one front page less perfect than the one I am reproducing herewith as exhibit 3. The manifest balance is something exquisite, and a study of how that balance is achieved ought to prove beneficial to anyone who wishes to improve the makeup of his newspaper. I want to place particular stress upon the tasty headings to be seen on this page. The types

employed are very satisfactory and the style adopted is pleasing. But neither the type face nor the style can exceed the fine skill depicted in the perfect uniformity of each head and the care with which everything pertaining to the makeup has been executed. It does a printer's heart good to come in contact with such a fine specimen. Nor is the Times' merits confined alone to this feature of mechanics. The editorial work is highly cultured and the contents are simply charming in their abundance and fine character. The local field is admirably well cov-


The Chilton Times

MAKE IT A SUCCESS

THEY SLIP ONE OVER

BACK TO OTHER DAYS

No. 3

ered, as evidenced by the many headed stories and the several columns of personals, and this is supplemented by numberless letters from localities in the Times' field, furnished by staff correspondents. A brilliant editorial department is maintained, leaning strongly in sentiment to the regular wing of the democratic party. W. A. Hume is the publisher of this fine weekly, whose circulation is given at 2200 copies per week. Brother Huntz also does some pretty creditable advertisement composition on this paper, but is given slightly too much to dinky ornamentation and underscoring to achieve the best results. In all other respects he shows excellent taste, and so soon as he learns to discriminate in the joining of panels by little pica pieces of brass rule, the useless underscoring of lines, the employment of dashes and pointers between lines and at the ends of centered words, in short, so soon as he has learned fully the value of strict simplicity in his ad composition, he will become a master hand at the art. It is quite evident that the Chilton Times emanates from an office that is fully uptodate in its equipment and the impression shows creditable press-work.

Antler, N. D., August 18, 1911.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—It is a long time since I have seen a copy of the N. P.-J.—ever since I came here, two years ago in October—but I am sending you, under separate cover, a couple of copies of the American of recent date.

For some reason or other when I left for this part of the state I didn't notify the N. P.-J. to change my address, and I suppose the postmaster neglected to do it, so I have missed a bunch of good reading, and undoubtedly some valuable information. However, I hope in the near future to again become a member of "the family."

If you feel so inclined, look over the two copies sent you and DON'T BE AFRAID TO CRITICISE. While I endeavor to follow the style of make-up you advocate, I sometimes find that I have to change things around in order to give an advertiser a special position.

Very truly yours,

WALTER B. LEE.

Even Editor Lee's effort to "follow the advice of this department" makes itself apparent in the

THE ANTLER AMERICAN.

PUBLISHED IN THE INTERESTS OF ANTLER'S ADVANCEMENT

SCHOOLS OPEN SEPTEMBER 4TH

WHAT'S DOING IN THE COUNTY

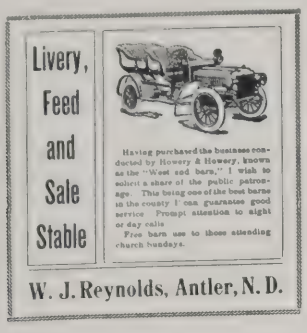
CYCLONE HITS N. DAK. TOWNS

A Prayer

No. 4

pages of his fine Antler American. The very attractive makeup achieved in the first page of this publication may be seen in the photographic

reproduction (exhibit 4). About the only little thing that remains for me to suggest as an improvement to this page is the omission of the ——o—— dash following single line headings. I do not care to see anything between a single line heading and the matter following, and my choice of dash for all news purposes is a plain hair-line rule. For monkey-dashes in the double-deck heads, a plain dash is better than the em


Livery, Feed and Sale Stable
Having purchased the business conducted by Howery & Howery, known as the "West end barn," I wish to solicit a share of the public patronage. This being one of the best barns in the county I can guarantee good service. Prompt attention to night or day calls
Free barn use to those attending church Sundays.
W. J. Reynolds, Antler, N. D.

No. 5

dashes and small-cap o combination in use in this paper. The American is a six-column six-page sheet, printed entirely at home. The contents are good, so far as they go, although there are too many columns of plate used to look good to me. I would advise the addition to the staff of a corps of country correspondents. In the main, the advertising composition in this paper is very neat and attractive. One of the dainty ads is being shown as exhibit 5.

Bucklin, Kan., August 8, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Here I am again, but with a different address. I have purchased the Banner, and with the first issue started to improve it as best I could. I am sending you under separate cover my last edition. It will not be necessary to call your attention to the first page, as you will see it the first thing. I will ask your opinion of make-up and style of editorial page. Owing to delay in paper, runs were switched and the pages did not come in the right places. The ad-work is only partly my own.

I wish to thank you for the courtesy extended in a recent number, and any you may extend now.

Yours very truly, J. B. MILLER.

A brief examination of the Bucklin Banner is enough to convince me that it is a bright, wide-awake publication. The first page is a fine study of artistic makeup, as reproduction 6 will demonstrate. There is perfect balance in this page and careful treatment in detail. The editorial page is even more original. There is a sub-head, bordered and empaneled and occupying a space about ten ems deep and stretched across the three first columns. In the long panel to the left is the sub-head, while to the right, in a smaller panel, are the words "The Editor's Page," set one word over the other and centered, the whole effect being somewhat extravagant as to space, but pleasing. This editorial department deserves more explicit mention, by the way, than it has yet received: It consists of some exceed-

Bucklin Banner.
BUCKLIN FORD COUNTY, KANSAS, THURSDAY AUGUST 31, 1911.
GREENSBURG HAD CROWD
14,456 Automobiles Listed For Taxation in Kansas March 1st
MRS. HAMMER PASSED AWAY
The Boy Didn't Die and The Laugh is on Doctor Crumbine

No. 6

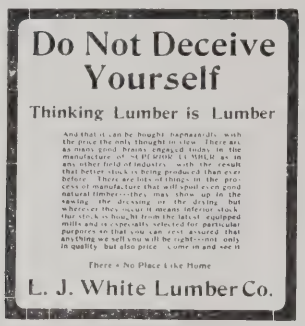
ingly bright and sprightly paragraphs. They are spicy, because given in variety of subject and the style of diction is keen and witty. In

SEE BLURTON FOR
Thresher Supplies
Tank Pumps, Suction and Discharge Hose, Thresher Belts, Oil and Grease Cups, Injectors and Lubricators, Oils, Grease and Packing of All Kinds.
Emerson, Deere, Liberty, Mouldboard and Disc Plows
Emerson Engine Plows, Deere, Rock Island, Emerson, Oliver Listers
C. R. BLURTON
Bucklin, Kansas

No. 7

nearly all of the displayed advertisements in the Banner, simplicity, and the fine effect which naturally follows, is the chief characteristic.

Exhibits 7, 8, 9 and 10 are all selected from this paper and well serve to illustrate and substantiate my verdict. How excellently the style of



No. 8

design fits the dandy old DeVinne which predominates in these ads is so conspicuous that it requires no further mention. I have thus far failed to comment on the contents of this interesting contribution, but my neglect to do so was not because they were not abundant enough and creditable enough to attract notice. As will be seen by the reproduction referred to above, the

No. 9

The Store of Quality
BAY'S
Telephone No 82 82
New Felt Hats
For Late Summer and Early Fall
Childrens New Felt Hats
For School Wear at very lowest prices
M. R. Bay & Co

No. 10

front page is made up of headed news stories and special feature stuff, while the other ten home-printed pages hold the short locals, editorials, etc. Witha!, the Banner is a very good sheet and a welcome visitor to this department at any time.

Russellville, Mo., August 5, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Your comments on the Rustler in the May National Printer-Journalist were read with much pleasure and were greatly appreciated by every member of the force. Am sending today a copy of our "Breeders' Special"—sixteen pages. Also two copies of more recent issue, containing our new head-letter, which I think is a vast improvement. It makes the heads stand out stronger and clearer, and still doesn't look harsh, nor spoil the simplicity of the page. What is your opinion? Your criticisms, whatever they may be, will be appreciated, because we want to make the Rustler an ideal country newspaper.

Yours respectfully,

R. H. PARKER, Foreman.

This, as some of my readers may have forgotten, is B. Ray Franklin's paper—a past graduate of this school of journalism and a fine member of the newspaper-making world. I can remember his fine work as an ad-writer and compositor of some years ago; and it seems that he is equally capable in gathering about him able helpers, as he is of producing high grade work

No. 11

himself. In Foreman Parker he doubtless has a skilled and efficient assistant. Years ago I predicted great things for this printer-journalist, B. Ray Franklin. His regular Rustler is truly great. The special "Breeders' Edition," mentioned in the foregoing letter, as consisting of sixteen five-column home-printed pages, is greater still. As regards excellence of contents, typography, abundance of advertising, and fine

No. 12

presswork, the special is worthy of much praise and true admiration. The editor dedicates this elegant issue to the breeders and stockmen of his field and promises to hereafter make it a regular feature of the paper the last week of each month of March, which is a mighty wise resolution, judging from the appropriate character of the edition and the immense amount of live stock advertising which it is accorded. Every ad in this special edition is a beauty (exhibits 11 and 12) and every line from the local editor's pen is clean cut and of excellent grammatical perfection. The reproduction of the front page, as

shown in exhibit 13, will go far towards convincing the reader that the regular issue of the Russellville Rustler, with its new title and head-letter, is even better in every way than the special number. 'Twould be hard to conceive of a neater, more attractive newspaper page than this is. The new head-letter is well chosen. It is of a good face for the purpose, bold, but not unsightly, and the idea of having the sheet's

Russellville Weekly Rustler.

THE FARMER AND STOCKMAN'S FRIEND

COUNTY SEAT NEWS NOTES

STREET FAIR MASS MEETING

BIG WEEK AT JEFF. CITY

DROWNED IN MO. RIVER

OUTRAGEOUS TIME CARD

A JOLLY ROWD

GRACE M'MILLIN DEAD

No. 13

title cast in the same face is just such an admirable innovation as one might anticipate in a paper gotten out by the inimitable B. Ray Franklin and his efficient foreman. Simplicity is the dignified key-note of all the extraordinary perfection evident in this fine specimen, which comes mighty near being what Brother Parker declares is the aim of its creators to make it—an ideal country newspaper.

Vandalia, Mo., August 7, 1911.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—I notice in the National Printer-Journalist that you are the editor of the Newspaper Critic, and I am sending you under separate cover the issue of the Vandalia Weekly Mail for July 28th.

The special feature that I desire to call your attention to is the four-page advertisement of Arnold's Department Store. This is the largest single advertisement for one firm ever carried by a weekly newspaper in the State of Missouri.

I also desire you to know that this advertisement was set by the foreman, Mr. J. Y. Parsons, with the assistance of a boy, in four days. They also printed four pages of the paper and took care of the incidental jobwork. It was a rush order and in giving any typographical criticism you should keep this in mind. The copy was clipped from metropolitan newspapers and pinned on a sheet with remarks and prices written in, making it hard to set from.

Except for this one feature, this issue of the Mail is very mediocre. It is the large advertisement to which I desire to call your attention. Very truly yours,

F. B. WILSON.

One of this remarkable quartet of advertisements is shown herewith as exhibit 14, as sufficient to substantiate my opinion that Foreman Parsons and his boy gave the job creditable treatment, despite obstacles as enumerated in the foregoing letter. If this is a "very medi-

FORCED TO SELL!

To the Public:

Sale Begins August 1st, 8 a. m. Ends When All is Sold

Be Sure to Come—Look for the Big Signs at 108, 110 and 112 North Main St., Vandalia, Mo.

CLOTHING VALUES

Sterling BENCH-TAILORED CLOTHES

Sterling BENCH-TAILORED CLOTHES

The House of Quality

Men's & Boys' Clothing

50c on the $1 Closing Out Sale, at Arnold's Dept. Store, Vandalia, Mo.

No. 14

ocre" issue of the Mail, then indeed would I be pleased with the privilege of inspecting one of the better issues. Besides the four-page advertisement mentioned, this edition of the Mail consisted of a home-printed six-column quarto, with a delightfully clean front page and an array of contents better than many country papers provide for extraordinary occasions. The reproduction, exhibit 15, will give an accurate idea of the excellence of the first page, and exhibit 16 will show how admirably Brother Parsons treats his smaller ad specimens in the Mail. The strong display, the abundant white masses and

the discriminating use of rule are the chief elements of this ads' perfection. I have referred above to the excellence of the contents of this paper: There are many headed stories, countless short locals, a department of editorials and special articles, all of which aggregate to make a creditable newspaper, in spite of the extra work devolving upon the force in producing the big four-page ad. It is indeed quite an honor to the Vandalia Mail to have carried the largest advertisement ever printed in a weekly newspaper in the state of Missouri, especially since there are cities of five and eight times the number of inhabitants of Vandalia right in the county of Audrain; and Brother Wilson is en-

The Vandalia Mail

Vol. 18 Vandalia, Mo., Friday, July 28, 1911 Number 48

BIG ADV. CAMPAIGN

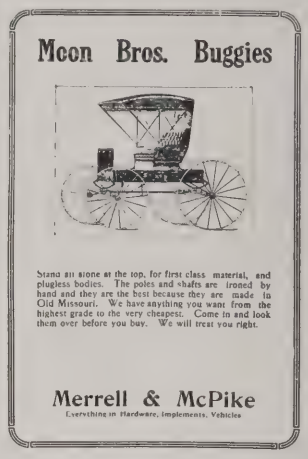
MARRIED SIXTY YEARS

THE GOVERNOR HERE

Vandalia, Missouri

No. 15

tirely pardonable for the pride he has felt over the incident. The fact of the big advertisement was of quite enough importance to justify the long headed story which the Mail contained, and the facts brought out in connection with this writeup were replete with pertinence and interest. In the course of the "story" Editor Wilson touches upon the significant theory that Mr. Arnold, proprietor of the department store for which these ads were published, is both a persistent and consistent advertiser. In this connection it might be added that any advertiser who is not persistent is not consistent. It was also pointed that Mr. Arnold's bank account totals in the neighborhood of a quarter of a million dollars, and that he attributes his success in business to advertising. His advertising bills, according to the Mail's statement, run as high as $75.000 each month. No wonder that Editor


Moon Bros. Buggies

Stand all alone at the top, for first class material, and plugless bodies. The poles and shafts are ironed by hand and they are the best because they are made in Old Missouri. We have anything you want from the highest grade to the very cheapest. Come in and look them over before you buy. We will treat you right.

Merrell & McPike

Everything in Hardware, Implements, Vehicles

No. 16

Wilson asks, "What other firm in a town of this size (the population of Vandalia is a little more than 1100) can equal this record?"

That the Barnhart Flyer is becoming a fine example of excellent modern newspaper work, is attested by the reproductions shown herewith

THE BARNHART FLYER

Vol. 2. No. 1. CHICAGO, ILL., SEPTEMBER, 1911

MOTORS FOR PRESSES

COUNTRY ADVERTISING

SPEEDIEST FLAT-BED

DIRECT ATTACHED THE BEST

ARTHUR BRISBANE SPECIFIC

PONY DRUM FOR FINE WORK

No. 17

(exhibits 17 and 18). The first of these is the upper half of the front page, than which it would be difficult to make a prettier effect. For Gothic heads, these are very modest and pleasing. The second reproduction is a practicable department store advertisement, exceedingly neat and attractive in every respect.

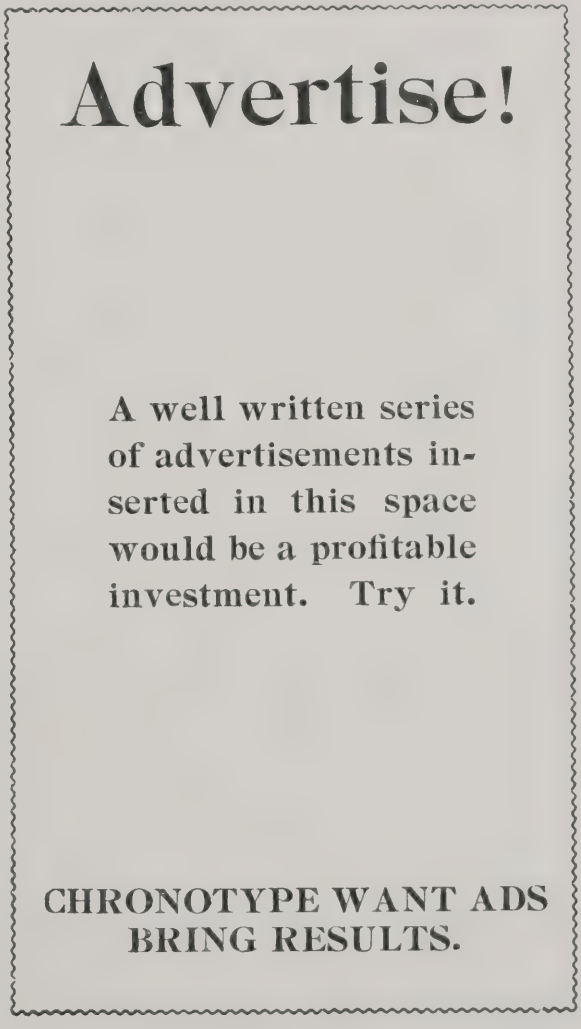
I have something here again from that live and interesting newspaper firm, The Index Publishing Company, publishers of the Greenwood, S. C., Index, of which Messrs. H. L. Watson and J. S. Baily are editors and managers. This contribution is a neat brochure, entitled, "What Others say About the Greenwood Index," the latter half of the title being carried out with dis-

tinction by the introduction of a miniature facsimile of the Index's front page itself. The booklet contains, as one might easily guess, a collection of compliments bestowed upon this fine paper by its contemporaries and the various trade-journal critics, and among which I am pleased to read a repetition of truths which this department was inspired to offer from time to time in the past. The Index publishers are the kind

No. 18

who do not stop at anything that may enhance the greatness of their business; they believe in advertising as thoroughly as they believe other business men should advertise. They do not hesitate either at the inauguration of anything that may facilitate or enlarge their field of usefulness. I have seen workmen on the floor or at the case, who ever kept the consciousness uppermost that they didn't have to do any more than they were paid for doing—didn't have to "kill themselves," as they put it, in order to hold their jobs. This is the sort that Elbert Hubbard has said "never get paid for any more than they do," and we have a veritable replica of such workmen in those publishers who are ever excusing the inferiority of their publications with the idea that, "We're giving the people enough for their money as it is." The successful workman, the man who gets to the top in his calling, is the fellow who is not afraid of doing more than might be thought commensurate with "value received," and the successful publisher, the publisher whose paper becomes widely circulated and widely praised, like this Greenwood Index, is the man who isn't afraid of giving his readers more than they pay for. This is a fear that I am sure is unknown to the publishers of the Greenwood Index. They always give their readers everything they can glean for them, regardless of cost, and turn it out in strictly modern shape. It does one's soul good to know that there are still some men of this fine stamp in the calling.

The Neche, N. D., Chronotype is strong on editorials. Its editorial page, in fact, is one of its most complete and attractive features. Edi-

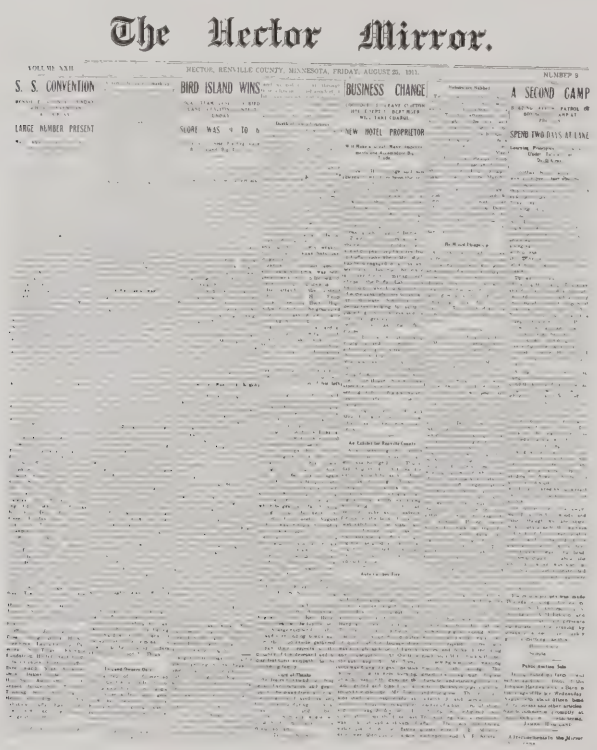

Advertise!
A well written series of advertisements inserted in this space would be a profitable investment. Try it.
CHRONOTYPE WANT ADS BRING RESULTS.

No. 19

tor R. H. Fadden is, too, a town booster, a community booster, and never neglects an opportunity to say something complimentary about Neche and the Red River Valley. When opportunities fight shy of his sanctum, then Editor Fadden goes a gunning and makes an oppor-

tunity. He is something of an advertiser, through the columns of his own sheet, telling the Chronotype readers how wise it is to advertise and take the paper. Exhibit 19 is one of these ads. Another feature of the Chronotype which deserves mention is that regularly in a certain position in each issue appears a poem selected from some popular modern writer. Whether folks have ceased entirely to enjoy a good poem or not, this feature of the Chronotype looks good to me. I doubt, however, that Brother Fadden's plan of using eight pages of ready print, with only four of home print, pays him.

Along about the last of July the Hector, Minn., Mirror was sold by Publisher Harry W. Darling to Russell Rex Strom, son of the local postmaster and pharmacist. The new proprietor of the Mirror is a young man of many fine qualities,


The Hector Mirror.

S. S. CONVENTION

BIRD ISLAND WINS

BUSINESS CHANGE

A SECOND CAMP

LARGE NUMBER PRESENT

SCORE WAS 9 TO 6

NEW HOTEL PROPRIETOR

SPEND TWO DAYS AT LAKE

No. 20

all of which make him a worthy member of this high calling of newspaper-making. He is a born printer-journalist and a graduate of the Nebraska state university. Exhibit 20 shows the fine clean front page with which he is now furnishing the Mirror. In a later installment it is to be my privilege to give the paper a complete review in these columns.

It seems a shame, indeed, that so good a newspaper as the Pierce County Tribune of Rugby, N. D., should be accorded such a limited support at this time of year (August-September), especially when the Tribune sets its displayed space up so tastefully as shown in the specimen here reproduced as exhibit 21. There must be some-

The OLDEST BANK
IN PIERCE COUNTY
A BETTER RECEIPT than a check cannot be found. Besides that it is the most convenient method of handling money.
IT DOES AWAY
with carrying so much money in your pockets where you are liable to lose it, or even worse—to be held up while driving through the country ∴ If you never carried a BANK ACCOUNT, COME TO US and we will explain all methods
MERCHANTS BANK
RUGBY, :: NORTH DAKOTA

No. 21

thing wrong with the Rugby business men.

The merchants of Covington, Tenn., are vastly different from those of Rugby, N. D., as the columns of the Leader, issued during the same time of year alluded to in the preceding paragraph, convincingly attest. The pages of this

Florsheim Shoes for Men
Now for New Fall Goods
Tailormade Skirts and Suits
RIGHT IN THE FRONT
The Enterprise Co.
Always in the lead with all that is new and up-to-date, are receiving new goods daily and placing X before our patrons one of the best selected stocks of Dry Goods, Clothing, Shoes and Millinery that we have ever shown. The public has learned to expect better variety and better qualities for the same money from us than elsewhere, and it's up to us to see that you shall not be disappointed. XXXX
Ultra Shoes for Ladies
For Dressmakers
THE ENTERPRISE CO.
Covington's Shop of Quality and Style
Wear for Men, Women and Children

No. 22

live sheet are copiously supplied with great displayed spaces, and the way Brother Tom McGregor is turning 'em out for the forms is illustrated in Exhibit No. 22.

The following Criticisms were crowded out of the October issue.

Harrisonville, Mo., July 16, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—I have been an interested reader of the National Printer-Journalist for a number of years and have always been especially interested in the department which carries your name at the head of it. I am sending you a couple of ads that I wish you would criticise. I don't agree with you about the underscoring of display heads, so I will expect a few raps on that. Do your worst, for I want to know what my ads lack. The sub-head over

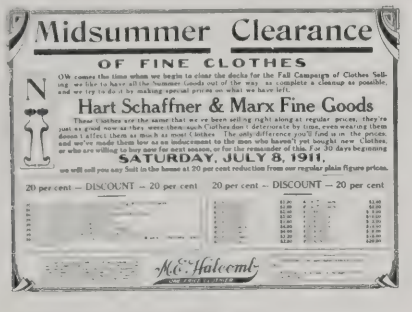
the slipper department that is set in gothic could not be helped as the merchant made the change after the forms were on the press and he had to have it that way. I am referring to the larger ad.

By the way, in your comment in the July number didn't the make-up transpose Exhibits 3 and 5 in your comment on the specimens sent in by Mr. Luttrell?

Thanking you for whatever trouble this puts you to, I beg to remain, Very truly yours,

EDWARD H. MacREYNOLDS.

If Brother MacReynolds exercises the same stubborn attitude toward what I may be impelled to suggest for the improvement of these ads as he has already given evidence of entertaining toward an emphatic and oft-reiterated statement of this department in past installments, I cannot see how he may be in the least benefited. His work impresses me at once that he is a very clever workman, and, might easily, if he would


Midsummer Clearance

OF FINE CLOTHES

Now comes the time when we begin to clear the decks for the Fall Campaign of Clothes Selling, we like to have all the Summer Goods out of the way, as complete a cleanup as possible, and we try to do it by making special prices on what we have left.

Hart Schaffner & Marx Fine Goods

These Clothes are the same that we've been selling right along at regular prices, they're just as good now as they were, then; such Clothes don't deteriorate by time, even wearing them doesn't affect them as much as most Clothes. The only difference you'll find is in the prices, and we've made them low as an inducement to the men who haven't yet bought new Clothes, or who are willing to buy now for next season, or for the remainder of this. For 30 days beginning

SATURDAY, JULY 8, 1911,

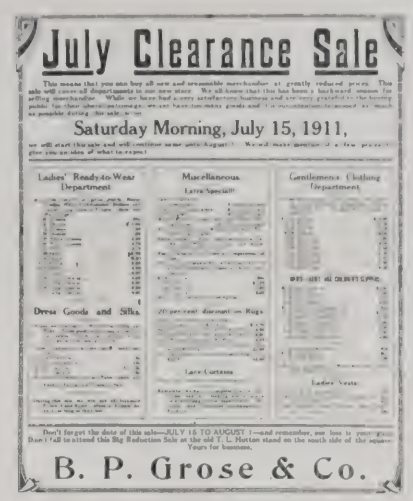
we will sell you any Suit in the house at 20 per cent reduction from our regular plain figure prices.

20 per cent — DISCOUNT — 20 per cent 20 per cent — DISCOUNT — 20 per cent

M. E. Halcomb

No. 28

listen to good advice, like the elimination of underscores, etc., become readily one of the leaders in the craft. Take, for instance, these two ad specimens with which he has favored me. (Exhibits 28 and 29.) They are both exceptionally fine specimens, lacking only in the eliminative process. I will leave it to anyone of impartial judgment, or otherwise, if in the first the most conspicuous object is not the bold rule under the main line. I do not except even the main line itself. I simply defy anyone to look at this advertisement and see anything before he does this black dash across the ad. Well, now, that being established, I want to ask you candidly, dear reader, if that is sane and judicious publicity? Are the people to whom it is the obvious purpose of this advertiser to appeal, interested in black underscores? If it were the advertisement of some printers' supply house, seeking to call the trade's attention to their stock of brass rules, then the premise would be different; but this is the ad of a clothier who is aiming to call the people's attention to his summer clearance sale of fine clothes. The way this compositor has fixed his ad, the chances are that the average reader will see the black blotches of rule in his ad without ever having taken notice to anything else. It is far wiser to use the space taken up with such offensively bold rules in strengthening the message of the ad by white space, which, by contrast, makes


July Clearance Sale

This means that you can buy all new and seasonable merchandise at greatly reduced prices. This sale will cover all departments in our new store. We all know that this has been a hard season for selling merchandise. While we have had a very satisfactory business and extremely grateful to the buying public for their liberal patronage, we are left with too many goods and it is necessary to move as much as possible during this sale, now on.

Saturday Morning, July 15, 1911,

we will start this sale and will continue same into August. We will make mention of a few prices to give you an idea of what to expect.

Ladies' Ready-to-Wear Department

Miscellaneous Extra Specials

Gentlemens Clothing Department

Dress Goods and Silks

20 per cent discount on Rugs

Lace Curtains

Ladies Vests

Don't forget the date of this sale—JULY 15 TO AUGUST 1—and remember, our loss is your gain. Don't fail to attend this Big Reduction Sale at the old T. L. Hutton stand on the south side of the square. Yours for business,

B. P. Grose & Co.

No. 29

the display stronger. There is just a little flaw noticeable in the ill-distribution of white above the date line, and aside from this the ad is very fine. While also entirely superfluous, the underscoring of the chief display line in the second specimen is less objectionable, because less conspicuous. This is so because the type face under which the bold rules appear is equally bold. It is quite evident to me, however, that the underscores do not enhance, but detract from, the natural strength of the line. The two double line cut-offs between the three panels and the matter preceding and following, are superfluous, also. If they were eradicated, this would be a very correct and attractive specimen.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Am sending you copy of today's Leader for criticism, if you think it worth while.

Thanking you in advance. Very respectfully,

H. C. RAMSDELL.

The Sycamore, Ohio, Leader is a sheet worth anyone's while to look over. Although there is a lot of good stuff on the front page to hold a readers' attention, and much on other pages as well, about the first thing I always do when I get my hands upon a copy of it is to dive for the editorial page, where I know I'll find some inimitable thoughts both sober and jolly that will make me think and laugh. These bits of literature are put up in good shape, too. The expression is clear and the sentences all just about the right measure. There are always a few typographical errors in them, maybe, but there's nothing like a very bad grammatical error. The front page of the Leader is clean and the whole home printed. In this issue there is a mammoth double page advertisement, which has been well treated at the hands of the com-

positor. Another extremely commendable feature about this paper is that country correspondence is in its columns in abundance. These letters are good, long ones, too, full of items worth while, like the rest of the sheet. There is also a full page advertisement in this issue of July 13, and, like the balance of the displayed spaces, it is strongly composed, after simple fashions and out of faces of sheer strength. No fault in the press-work.

Thief River Falls, Minn., July 7, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—I am sending you under separate cover a copy of this week's Times for comment in the N. P.-J., and desire to call special attention to the Langseth and Times ads on the back page. We, here in the office, take especial pride in this week's issue, on its general appearance. Yours fraternally,

HOMER F. MUSSEY.

The Thief River Falls Times is better, if anything, than when I saw it last. It is certainly

THIEF RIVER FALLS TIMES

WAS A QUIET FOURTH NEW RATE IN FORCE *The Woodmen At Buffalo* DROWNED MONDAY STILL DIVIDE HONORS

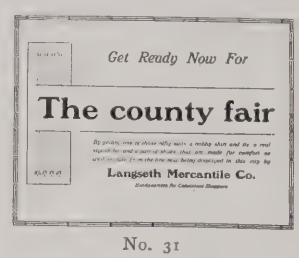
Ira C. Richardson Tells the Times an Interesting Story Regarding His Trip to Buffalo as a Minnesota Delegate to Head Camp

GRAND BIG FIELD DAY

IS NOT IMPOSSIBLE

No. 30

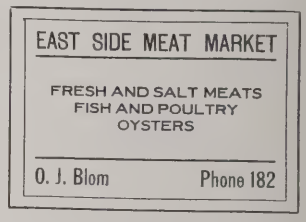
not stingy with its reading matter, and the editor seems to hold good, old-fashioned ideas about dishing up the stuff to his readers in type set from the cases in the home shop. There is a very pretty title line on this paper. The wording fits the measure, too, so that the effect is pleasing. It is such an attractive front page that I cannot forego showing it all to you readers (Exhibit 30.) It strikes me, however, that a better aspect is achieved in a six-column page, if the second and fifth columns are begun with matter run over from the preceding column, or


Get Ready Now For

The county fair

Langseth Mercantile Co.

No. 31

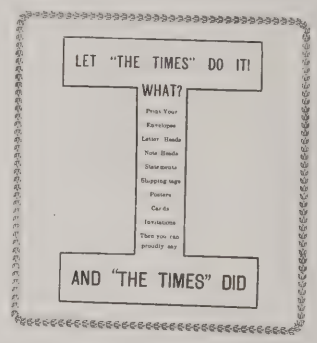

EAST SIDE MEAT MARKET

FRESH AND SALT MEATS
FISH AND POULTRY
OYSTERS

O. J. Blom Phone 182

No. 33

with an article with a head over it of a considerably less prominent style than those which open the other columns. I must not neglect to mention the exceptionally good print which is secured on this paper, a feature which always proves a crowning glory to any sheet. I always enjoy reading Editor Mussey's own columns—I mean those columns under the sub-head where a real editor, who runs his paper as a paper


LET "THE TIMES" DO IT!

WHAT?

Print Your
Envelopes
Letter Heads
Note Heads
Statements
Shipping tags
Posters
Cards
Invitations
There you can proudly say

AND "THE TIMES" DID

No. 32

should be run, gets right down and bares his heart and soul to his readers. Take this element out of the business and a whole lot of the real newspaper men would quit the calling, and I shouldn't blame them. Editor Mussey knows how to write. He entertains some high ideals and he evidently sticks to them in an editorial way, as closely as the junior Mussey sticks to his high ideals in the execution of the mechanical work. As to the ads to which my attention has been particularly called (Exhibits 31 and 32), they are unique creations, sure to attract attention; but there is another ad in this publication, shown as Exhibit 33, that beats either of the first two mentioned. This is a sane, exquisite specimen, worthy of the admiration of the most fastidious.

July 10, 1911.

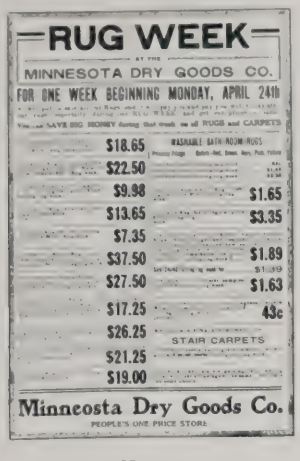
Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—I am herewith inclosing you a copy of my ads on which I desire to have your criticism, which will be greatly appreciated. Very truly yours,

RUDOLPH SMITH.

I have to satisfy myself with showing but two of these ad specimens from this contributor—

and for the purpose, naturally, I select the best. (Exhibits 34 and 35.) These make creditable studies in Gothic, than which a more difficult



No. 34

letter to use has never been cut. The first is a very striking example, with excellent display and fine treatment in detail; but I rather dislike the treatment at the top. I would prefer some-

BANKRUPT STOCK
$25,000
Worth of DRY GOODS, SHOES and FURNISHINGS will be sold at
50C ON THE DOLLAR
THE MINNESOTA DRY GOODS COMPANY has purchased $25,000 worth of staple and fancy dry goods of the Bankrupt Stock of the Tibbs, Hutchings Commercial of Minneapolis, at 50c on the dollar. For the benefit of our customers and to make our store the headquarters of the range we will put the entire stock on sale and add many good things to it from our own stock. We are warranted in saying that the low prices on this new stock at this time of the year makes this sale the biggest bargain event ever held in this vicinity. Half prices on desirable merchandise tells its own story best.
Look over the bargains and study the prices. They represent an attraction you can hardly appreciate until you come and see for yourselves
Come Here Early
Sale Starts
SAT., JUNE 17
Minnesota Dry Goods Co.
The People's One Price Store

No. 35

thing less complicated in effect. The second specimen is the better, but here everything should have been thrown to the center, to maintain the proper sense of balance. The initial letter could have been extended clear to the bottom of the mass alongside of which it appears, to the benefit of the whole ad, I think. In setting anything like the matter inside the panel—"Come Here Early—Sale Starts Saturday, June 17"—the compositor should ever aim to keep it all within one face, if at all possible, and throw it all to the center of the space, so far as practicable, distributing the white around the mass and not between the lines. The little black dash which appears between two of the lines just quoted is entirely unwarranted and superfluous.

Pierz, Minn., July 14, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—We are sending you for criticism a copy of the Pierz Journal, under separate cover. How is it for an effort of two eighteen-year-olds? All the ads, but Blake's on the supplement, and most of the straight matter were set up by the two of us. We also did the making up. We keep the front page clean, but are unable to follow your plan of distributing the ads, because there are so many of them. We have been in the trade for only two years. Please use the hatchet wherever you see fit.

Yours truly,

CASPER H. NOHNER,
NICK KARST.

Naturally, if I am inspired to write anything commendatory about these two boys and their little paper, my readers will immediately jump to the conclusion that I desired to be lenient on account of my correspondents' tender ages

THE PIERZ JOURNAL

VOL. 3. PIERZ, MORRISON COUNTY, MINNESOTA, JULY 13, 1911. NO. 4

VILLAGE COUNCIL MONTHLY MEETING

F. D. HELD ANNUAL MEETING SATURDAY

JOE RIES LEAVES FOR GULLY, MINN.

OTTO BOSER'S BARN BURNT THURSDAY

No. 36

and experience; but I want it clearly understood from the start that, while I fully appreciate their tenderness of age, their limitations of experience, etc., and likewise have all due sympathy, I also realize that, to be benefited, youth must be corrected, and shall therefore confine myself strictly to business, and, as I have been requested, "use the hatchet wherever I shall see fit." I want to begin by stating that I have had a hundred papers before me that have been worse than this Pierz, Minnesota, Journal. The make-up of the initial page is in the main pleasing. The condensed DeVinne makes a good head-letter, and these two lads of eighteen are careful about wording their headlines so that they "fit" the type. They are not so careful, however, about the inverted pyramid subheadings, which generally run a trifle short to give the best effect. The admixture of different faces of body gives a blotchy aspect highly undesirable; but this is only one of many evidences that the mechanical equipment is inadequate. Exhibit 36 is a photographic reproduction of the top portion of this front page, which has the one fine redeeming feature of being free from the contaminating effect of displayed mat-

ter. This is a six-column quarto, with ready-printed interior, and the way the local (as well as some outside) firms are patronizing the advertising columns ought to be very encouraging to the boy proprietors. If they are charging a living rate, and doing anything like the job-work

BIG CLEARANCE SALE

Beginning Monday Morning, July 17, for 30 days, we will hold the greatest sale ever held in Pierz. Bargains such as you have never heard of before.

In connection with our Semi-Annual Clearance Sale we are going to dispose of

$2,000 Worth of Tibbs, Hutchings & Co. Bankrupt Stock
Which we Bought at 50c on the Dollar

Tibbs, Hutchings & Co. were one of the best wholesale houses in the Northwest, but on account of the crop failure of last season they were forced to the wall. We bought all our dry goods from them during the last ten years, and the goods you buy at this sale are the same high grade goods you have been buying from us before. Come in and let us show you bargains such as you never saw before. It will pay you to buy them for future use if you don't need them now.

THE GOLDEN RULE
THE PEOPLE'S STORE :: PIERZ, MINNESOTA

No. 37

that they are advertising, they ought to soon afford a better equipment. The press-work is nothing to brag of, and the chief defect in the displayed spaces is the evidence of many wrong fonts and the necessity for the employment of rules of different faces. The practice of running paid locals, set in DeVinne, sandwiched in with the regular Roman readers, is extremely obnoxious, as it gives the page in which it occurs an unsightly appearance. The editorial department in the Journal, I will frankly admit, proved a surprise to me. It is quite extensive and gotten up in pretty creditable shape. These boy-editors are doing better, in fact, both in the gathering and writing of their news stories, and in their regular editorial effusions, than many more pretentious men in the calling. I cannot forego showing also a full page ad (Exhibit 37) from this interesting contribution. I have spoken about the defects to be anticipated—the wrong fonts in both type faces and rules—and then besides there's the heavy underscore in the main line; but, withal, as the work of "a couple of kids" it is a pretty fair ad creation.

CASH WITH THANKS

Broken Bow, Neb., Sept. 18, 1911.

The National Printer-Journalist, Chicago, Ill.

Gentlemen:—Enclosed find $2.00 for renewal of my subscription to the Journalist. Thanks for the excellent publication you are issuing. I am,

Fraternally yours, W. G. PURCELL.

Appraisals

Address Delivered before the Cost Congress at Denver, Friday, September 8, 1911.

By Fred M. Lloyd, President the Lloyd-Thomas Co., Chicago.

IN the twentieth century in order to meet with any large measure of success, it is necessary to know your business and all about it. The possibility of success on a "guess basis" is gone and gone forever.

This necessary knowledge includes a complete statement of what you have, where it is, what it is worth and how it is safeguarded. Such a statement made by yourselves is called an inventory; when it is made by professionals it is known as an appraisal.

The chief difference is that one is made by people **whose business it is to do something entirely different;** while the other is made by people **whose business it is to do nothing else.**

One statement is interested and amateurish; the other is disinterested and professional.

There is as much difference between the home-made inventory and a professional appraisal as there is between a tallow candle and an electric light.

They both illuminate but there is a tremendous difference. The man who today tried to run his plant by candle light would land either in the poorhouse or the asylum.

Although not realized by everyone, it is as dangerous to conduct a business on the basis of the facts disclosed by an ordinary inventory as it would be to run the plant by candle light.

It is an unsound argument to say that grandfather did so and was successful.

In the days of grandfather the tallow dip and the home-made inventory were the best that he could get. Grandfather was up to date and he employed them. He also used a Washington hand-press and turned out as many impressions in a day as you do in a minute; but no one advocates sticking to his methods in this respect.

If grandfather had visited Denver he would have traveled by team. We came more economically, more comfortably, more sensibly, and in greater security.

Whether for accountancy, cost system, financial statement or insurance protection, you need a complete, comprehensive and disinterested appraisal of plant and equipment.

This and this alone will adequately protect you and promte your interests in all these matters.

Such an appraisal should cover physical values, fire hazards and insurance policies.

The appraisal of physical values should cover three things:

1. The cost to replace new, including freight, cartage and installation.

2. The actual value of the property to a going concern, allowing for both appreciation and depreciation.

3. The insurable value obtained by eliminating from the total actual value that portion of such value as need not be covered by insurance.

This simple statement of what is required would lead you to suppose that most anyone could do it—and so they can after a fashion.

Thousands of men can pitch a game of ball and still the managers have some difficulty in finding a pitcher who can be denpended upon to "fan them out."

Making an appraisal is much more difficult than pitching successfully, even in the major leagues; but in this

field, as in that, what you want is skill, judgment and experience, expert service that can "fan them out."

This service is not as simple as it looks. It requires training to properly describe your property. The cost to replace new is a nice question, involving a sound theory and a sound practice; the actual value is a much nicer one and can only be handled by an expert, and the amount of insurance to carry can be determined only after careful study and a complete analysis of the situation.

In order to be protected it is necessary to employ some one who understands the curves. The best service is none too good. The oldest service is not necessarily the best. Some of the old ones get a "glass arm." What you want is some one to fan them out.

The appraisal of fire hazards should show:

1. The dangers arising from your location or your neighbors.
2. The common and special hazards within the plant.
3. The means to adopt for their elimination or abatement.

This appraisal of hazards is extremely important. Hazards are a constant menace and a constant drain. They threaten the stability of your business. They cost you money every day.

Hazard and hazard alone determines insurance cost. You may say to me that you have frequent inspections and get frequent reports from the insuring companies covering these matters for nothing.

Such reports are worth all they cost.

Try one made in your own interest and note the difference.

It is again the case of the candle and the electric light.

Our reports on hazard don't work while you sleep: **they prevent you sleeping.**

The appraisal of policies should cover:

1. The character of the insuring companies.
2. The character of the policies.
3. The character of the rider-form.

On the first of these it is only just to say that there are many good insurance companies, sound and reliable, liberal in their terms and liberal in their treatment of the assured. There are enough of them to cover any and all of you. Glory and honor to these.

In so far as we are able, it is our purpose to see that these and the other kind get their just deserts. We give you an unbiased, disinterested report on all of them—a report without prejudice.

Such a service is in the interest of all concerned.

Besides the character of the companies, you are interested in proper coverage. This involves the character of the policies and the character of the rider-form.

In order to be properly protected, the policies should be the kind that most completely answer your requirements, and the rider-form should be made to fit and cover existing conditions.

With good companies, good policies and good rider-forms the first great need along insurance lines is properly met.

Insurance rates are made, not by the companies, but by conditions. The community's fire fighting facilities, exposures from neighboring properties and your own hazards fix your rates; they are only confirmed or O. K.'d by the insurance inspector.

It is to your interest to work for better fire departments, better water supply and all things that improve the fire-fighting facilities of your community.

It is to your interest to co-operate with all your neighbors for fire preventing and retarding measures.

It is even more to your interest to guard against the dangers within your own plant.

In most plants these are the great dangers, but familiarity with danger and freedom from disaster make people careless, and they need an inspection and report by an outsider to wake them up.

Work for improvement or let matters rest, in either case your rate will show what you have done. In your own hands lies the remedy for insurance costs that you consider high.

Insurance companies, like all other business men, are in the market for profitable business. If your risk is desirable they will compete for it; if not desirable, it will be hard for you to get insurance at a price which you care to pay.

The remedy lies in your own hands. Our service will show you how to intelligently apply it.

An appraisal of physical values, an appraisal of hazards, an appraisal of insurance policies, that is the basis of the remedy—without which no remedy can be applied.

Such a service strengthens your standing with the insuring companies **by almost entirely removing the moral hazard.** It strengthens your credit with the business world including your bankers.

It reduces the cost of insurance and the cost to do business.

It makes loss either before or after a fire impossible.

It affords the only known plan for obtaining a complete, prompt and satisfactory settlement after a fire.

It is well to remember that a disastrous fire and an unsatisfactory adjustment like whisky "will get the best of them."

Representing as you do a business that has made wonderful advancement and improvement in recent years, a business that is such a stimulator of all other lines of business, one naturally expects to find you a wide-awake progressive body of men—full of good ideas and new ideas.

The appeal for such service as we advocate should strike a responsive chord when made to you.

No one konws better than yourselves that the day of the dodo and the "don't-know" has departed.

No one knows better than yourselves that the great successes of the present and the greater successes of the future are open for and calling to the man who can say: "I know and I do."

BITS OF PRACTICAL WISDOM

Nature is a good doctor, but she makes her patients pay to the last cent.

The foolish trust to the safety-pin, but the wise see to it that the buttons are well sewed on.

The fast man is pretty certain to fall behind

What three vowels express trouble? I. O. U.

As Poor Richard Says:

Ask only for thy work what it fully deserves.

The weak-kneed printer hath poor standing.

True costs are the foundation-stones of trade success.

He that cutteth his price sharpens his customer into a sword.

Compete not in price-cutting for of all mankind men detest most he that reneges.

Know each other and ye competitors shall have mutual respect—'tis the unknown that is most feared.

Flatter not thyself that thou knowest best thine own business; so said all they that were drowned in the day of Noah.

Reverence thine own trade and be zealous in supporting the standard thereof.—Ben Franklin News, Cleveland.

UNCLE REMUS' HOME MAGAZINE AND THE NATIONAL PRINTER-JOURNALIST

"Uncle Remus" has become as familiar as any household word throughout this land and there are few names dearer to American readers than that of the lamented Joel Chandler Harris.

Away back in the early seventies, his "Br'er Rabbit" stories caught the imagination and touched the hearts of the people, of the grown-ups as well as of all the children, everywhere, with their homely lessons and sweet sentiments. We read them, in early manhood, away up in the North Star State. His work is now perpetuated and glorified in "Uncle Remus's Home Magazine," published at Atlanta, Georgia. It is in every way worthy and its reading will do all Americans great good and afford untold pleasure. We recently read every page of the October issue, and then arranged to furnish the magazine for a year to all our readers on the basis of the prepayment of one year's subscription of $2.00 to the National Printer-Journalist. In this way this excellent magazine will cost our subscribers absolutely nothing, and we believe will be found a most edifying and genial companion to this paper devoted to newspaper work. It will afford recreation and give intellectual stimulation and inspiration. The magazine has already reached a circulation of 245,000 and should have a million and a quarter. The publishers say:

"A little more than four years ago the late lamented Joel Chandler Harris began to publish "Uncle Remus"

Home Magazine," with the aim of establishing in the South a representative monthly. Just as the success of his great project was about to be realized he was taken by the 'grim reaper.' This staggering blow left the publication without a guiding hand, but the friends and admirers of Mr. Harris promptly gathered and resolved that the magazine should be continued as a memorial to its brilliant founder.

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"Gratified with the success already won, the stockholders a short time since decided to place the publication in a position to achieve even bigger and better things.

* * * * * *

"While it is right and essential that there should be AMPLE FICTION, GENERAL ARTICLES and MANY DEPARTMENTS, our first aim shall be not to neglect to recount to the world each month THE STORY OF SOME PHASE OF THE SOUTH'S PURPOSEFUL PROGRESS. Many of the glowing facts about us are as fascinating as any fanciful tale, yet splendidly substantial.

"So we shall publish each month one of the myriad stories of the manifold magic the South is working daily; also, in no uncertain tones, WE SHALL TELL OF THE SOUTH'S NEEDS; and these constructive chronicles will be presented adequately and accurately. The South's agricultural strides and possibilities will be pictured along with her industrial achievements, business building and educational advancement."

Order at once, and do not miss a number of this charming magazine. Send check for $2 for both magazines for twelve months.

$3.00 for $2.00.

National Printer-Journalist	$2.00
Uncle Remus's Magazine	1.00
	$3.00
Both magazines for	$2.00

EVERY THING MATTERS

Nothing is more harmful in a printing office or in all the details of newspaper work, than the feeling that "it doesn't matter." One of the results of installation of correct cost-finding systems has been to reveal how much, in the aggregate, many little things—many little heretofore unnoticed leaks and lost minutes—little errors necessitating delays and corrections—really do matter. If there could be a record kept of the loss of prestige, of patronage, of confidence, and of goodwill through slighted work, little imperfections that "didn't matter," there would be another wonderful revelation of the causes of the loss of business and lack of patronage. Each customer's work is of vast importance to himself and nothing short of the highest perfection therein—care in carrying out directions, promptness and thoroughness in execution—will give that satisfaction and bring that high approval that makes every customer an aggressive friend and the best possible advertiser and promoter of your business. There has been much talk of the loss of faith in the reliability of newspapers, and to their lack of influence. Such criticisms contains too much of truth. The cause has been the lack of care in the reporting of the news; in the stating of points, and in rushing to conclusions in the editorials, without honest, all-around investigation.

Among news writers there has been too much of the feeling that it does not matter as to absolute accuracy only, if a good news story is produced. One inaccurate report, known to be inaccurate by a reader, throws doubts on all other supposedly accurate news reports. Fiction or guesses have no place in the news columns of a paper. Fiction should be classed as fiction. Human interest stories should hold human interest through absolute truthfulness. There is plenty of room for goodwill, for the play of the imagination and of the feelings in the relation of the truth, which is stronger, more commanding, more entertaining, more instructive and impressive, when intelligently narrated, with a trained, comprehending, fearless mind and a sympathetic heart, than can be any fiction.

Slovenliness in any part of a newspaper is hurtful. Everything matters in printing and newspaper making.

Collecting the Reward of Vigilance*

ONE of the distinct signs of the times is the agitation that is in the air to remove our unenviable distinction of being the most careless nation in the world. For some years past there has been an agitation making good headway for the conservation of our natural resources which we have heretofore been wasting freely. An agitation for the conservation of our property subject to loss by fire is now making a great headway, and is coming to a point where it will certainly soon achieve great results.

The recent action of Chief Edward F. Croker, of the New York Fire Department, in resigning from the control of the fire-fighting forces of New York city because he was convinced that he was in that position working at the problem too late to secure the best results, is one significant straw. The action of several state legislatures in appointing fire marshals, investing them with large powers to enforce precautions against the outbreak of fires, is another not less significant. The proposed action of Congress in creating a bureau of research into the causes of fires and their distribution, which will almost certainly pass in some form at the next session, is a third. The fact that the subject is coming vigorously to the front in ordinary talk and newspaper comment is a fourth.

In short, we are on the eve of a movement which is going to substitute care for our characteristic carelessness in these matters, and is going to save us annually probably hundreds of millions of dollars' worth of property, and many lives.

So far as concerns the printing business, this movement is evidently a part of the nation-wide movement which this meeting represents for better management, fuller control, more accurate knowledge of one's business and its resources. Just as a cost system means more accurate knowledge of the operations of one's plant and fuller control of its possibilities, so a wide-awake administration from the standpoint of fire-prevention means a more accurate knowledge of the deficiencies of one's plant, and a determination to remedy them so far as possible. Both of these movements are really a part of the same determniation which is now being awakened universally in our trade: to make the most of our opportunities, to understand our busines in all of its aspects, to push it in all proper directions, to enlarge its efficiencies wherever possible, to institute economies wherever there is room for them.

The charge of carelessness which we must bring against the whole nation, is of course not universally true. There are many of our leading plants that are admirably administered in every respect, and that have thoroughly shaken off all share in this national reproach. They have their own reward, but it is an incomplete one; for they still suffer for their neighbors' faults. They will secure a new and greater reward when they can lift the whole fraternity to higher levels. For just as a man who knows his costs and stands by them is constantly being hampered by his neighbors' ignorance, so the man who knows his fire-dangers and vigilantly guards against them finds he is paying for the lapses of his slipshod brethren.

As I have said, this movement is evidently with or without our co-operation. If we wait a few years, it will be forced on us; but if we force it on ourselves, we shall be greatly the gainers thereby. If we carry through the other measures of enlightened and efficient administration of our business, which the situation of today demands, we can hardly fail to do most of the work needful for fire prevention.

If this program is carried through, and by active work on our part the fire-loss is greatly lessened, as seems to be almost a certainty of the next few years, who will benefit?

Of course, under ordinary circumstances, the first party to benefit will be the companies that carry our insurance policies, because they will be called on to pay fewer losses. Can we make them recognize this fact, and return the diminished losses to us in the shape of diminished premiums?

We think all who have had large experience with the action of the Rating Boards in this respect will admit that it is going to be very hard to get due credit. The Rating Board concerns itself almost entirely with the physical features; the extent to which our risk is fireproofed, or of good construction, and supplied with sprinklers and other fire-fighting devices. It is almost impossible to get any recognition from them of care and good "housekeeping," yet it is admitted on all hands that carelessness starts at least three-fourths of the fires, and, of course, care can stop these three-fourths. But if, by taking this care, we stop these three-fourths of the fires in our trade, the items of our rating schedule will read the same as before, and we will have the hardest kind of a job to get our premiums greatly reduced.

The bad name which the printing business has gotten in insurance circles is due to the default of a comparatively small part of the trade, who seem to be beyond reach of the uplifting influences which have so beneficially affected their more progressive fellows. If we can't influence these moss-backs, it is a definite gain to have them set apart and known for what they are, that they may not blacken the reputation of the craft in general. The printer who will not work with his fellows for the general good, is a dangerous person anyhow, and we believe that present developments will soon show that he is even more dangerous to himself than to his fellow craftsmen.

The precautions that we urge are in the main very simple, though, of course, in following them out many complexities arise, which can be dealt with as they are encountered. They come under three heads:

(1) **Cleanliness.** Dirt is matter out of place, and it is almost always dirt that starts a fire. Waste paper allowed to lie littering up the floors, waste rags that should have gone into the self-closing metal cans, waste sweepings and collections that have been allowed to accumulate in dark corners, start the fires. Remedy:—Sweep up every inch of floor space under your control, daily or oftener; clean up, tidy up, straighten up. **Especially see that the place is left clean at closing time.**

(2) **Order.** A place for everything and everything in its place means, usually, everything in a good place—your materials, machines and appliances well arranged, and ample space around them for entrances and exits; plenty of working room generally. A plant so disposed is a mighty poor ground for a fire to get a start in.

(3) **Preparedness.** The great damage of a fire is likely to arise from the fact that it comes as a surprise. This should be met by having regular periodical fire-drills. Everybody should be instructed just what to do in case of fire. Every person of importance in the establishment should have a certain duty if a fire breaks out. All arrangements should be cut and dried beforehand, so that if an alarm is given everyone knows precisely what to do. This will save many lives, and an incalculable amount of property.

*Address by Alfred J. Ferris before the Denver Cost Congress, September 7-9, 1911.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY
OFFICE OF PUBLICATION:
4618 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union, 10s. 6d.

CHICAGO, NOVEMBER, 1911

All who are interested in an effective and useful organization of newspapermakers and workers and printers should read the article from Secretary W. F. Parrott, under the title, "The National Press Association—Uplifting Suggestions." A new constitution was adopted at the recent convention at Detroit, with a view to broadening the fields of operation and of making the organization more practically useful. The constitution and by-laws only provide the way; accomplishment must depend upon the activity and loyalty of the members of the callings to be benefited—newspaper making and printing. Provision is now made for all press workers and there are to be subdivisions with separate president and secretary, and a different program for each branch. This plan is intended to meet the demands of all and each and to command greater talents for the joint sessions and more expert and specialized instructors, essayists, debaters and speakers for the different divisions: Editors, Reporters, Advertising Managers, Circulators, Daily Papers, Weekly Papers, Periodicals, Trade Papers, Agricultural Publications, Technical Papers, and so on, can each and all have their separate meetings and discuss the questions pertaining to their different departments or specialties and then convene with the whole body of members to hear the addresses by the leaders of thought and in the calling as a whole, and discuss matters that touch the interest of the press as a whole. Cost Systems and Office Management, Shop Engineering, Postal Rates, Laws and Regulations, and many other subjects can be considered in the joint sessions of all the members and then, if desirable, be further considered by the different divisions as applied to or affecting the several branches of the work. Every member of the National Press Council should make it a point to be present at the first meeting, for upon the action of the Council at this time will depend, very largely, the success and usefulness of the association in the future.

* * *

This issue contains the call of a convention at the Auditorium Hotel, Chicago, October 16 and 17, for the forwarding of the "Ben Franklin Movement" by the formation of a national organization to be known as the Ben Franklin Clubs of America. In view of the steps to be taken, the publishing, this month, of the address by Jens K. Grondahl, of Minnesota, comes in most appropriately as showing how strong a hold the work, that has been carried on for the last three or four years, has taken upon the printers and newspaper publishers of America. The Ben Franklin Clubs throughout the country have come to be recognized as the missionaries and leaders in the promotion of the Cost System and the forwarding of system and business methods in printing offices. Ben Franklin is a name to conjure with among the printers and printer-journalists of America. The name stands for all that is patriotic and philanthropic, also for all that tends to thrift or good, economic management. The prospect is that there will be, at least, three hundred and fifty representative printers present on this occasion. They will be from among the leaders of the calling and will join in discussions, considerations and action that can but result in vast benefits. Many enthusiastic letters have been received by the committee of organization. The following from the Secretary of the Ben Franklin Club of Memphis, Tenn., reflects the sentiments expressed by scores of others:

"The only query that enters my mind is why the proposition was ever entertained to call it anything *but* the *Ben Franklin Clubs of America.* Who deserves the credit for awakening the sleepy printers? Who was it that discovered that 75 per cent of the printers were selling their ware below cost and didn't know it? Who discovered the remedy? Who is responsible for the smile now being seen on the faces of printers who were never known to have smiled before? Who is elevating the printing industry, putting it where it belongs—side by side with the greatest institutions of the world? It was the *Ben Franklin Clubs* of America, and no one else.

"The printing industry is growing, the printers are prospering; they are getting more up-to-date every minute. They want to continue to grow; they want to continue to prosper; they recognize everything modern; they recognize the Ben Franklin Clubs; they give the Ben Franklin Clubs credit for their present state of prosperity. They go even farther—they admit that they owe their very existence today to the Ben Franklin Clubs. These are facts, facts as they have been given me by the printers of this state and in

the South. Conditions are better here than they ever were before, and we and the Southern printers are only giving the credit where it rightfully belongs when we endorse the Constitution and By-Laws of the Ben Franklin Clubs of America."

* *

The address by Leroy S. Richard, of Boston, published in this issue of the NATIONAL PRINTER-JOURNALIST, contains some wholesome truths for newspaper-makers. The press can never be too honest, too accurate, too reliable as to facts, too judicially candid nor too free from bias or prejudice. The newspaper is ever open to all the public. Its assertions are in black and white; its errors can not be hid and its permanent influence, usefulness and success depend upon the confidence and goodwill of the people and the honest advertisers who wish to reach all the people, through mediums that are reliable and that will secure and maintain the entire credence of the people, outnumber the grafters a thousand to one. The American newspapers, on the whole, understand these things, and where not honest from principle are wisely so from discretion and the very best of business reasons. Newspapers cannot deceive all the people any of the time, and when a newspaper is caught in, and convicted of, deceit and graft it might as well go out of business. In view of these facts, we cannot agree with Mr. Richard's conclusions, in telling, "What the Newspapers Can't Do," as to the general corruption or corruptability of the newspaper press. He cites instances in four cities, but as to only one city, Rochester, N. Y., does he show, even by his assertions, that all or a majority of the papers therein were under influence of corruption, and, there, it is only shown that the papers were slow to print charges against a man who had been held in high public esteem, without first giving a full presentation of his defense to charges made. There may be corrupt papers in many cities as there are corrupt men in all callings and conditions, but that there is such a corruption as to cause a conspiracy of dishonesty, for the suppression of facts, among the newspapers of any important city, we do not believe. Grafters are always crying out against a suborned press, and newspaper rings, and have, in some instances fooled a good many of the people for a time, but the truth, as given by the independent newspapers, has been generally vindicated in the end.

Mr. Richard thinks that "The only possible remedy under exisiting commercial standing is for the reader to pay what it costs to make a free newspaper." But who will say that subscribers are any more honest than advertisers, or have any deeper or as deep an interest in the honesty of the press? Corrupt men can place thousands or tens of thousands of subscriptions to a newspaper, and there have been instances, where this has been done, and the other subscribers be entirely uninformed as to this hidden influence. There is scarcely a newspaper in the United States in which an honest man or an honest cause will not be given a fair and open hearing. We do not claim that the newspaper press is infallible. Newspaper editors and publishers, like other men, are undoubtedly influenced by their associations, and their relations to men in business and politics, and in social life, as well as by their environment, education and business training and financial affiliations, but the newspaper man, coming in contact with all classes of men and with all interests in the daily work is apt to be set right quicker than a man in any other calling. Newspaper work gives, all the time, the broader view, broadens, makes charitable, liberal and, hence, corrector and more cosmopolitan in his views. If a paper was to be supported by subscribers to tell the truth as they see the truth, it would soon be found narrow and prejudiced or else would be in constant trouble. Mr. Richard does not substantiate, by any facts presented or implied, that the press of Chicago is corrupt. His surmises are false. No city in the world has more honest or independent newspapers. In the one, "on a larger scale," Mr. Richard showed his lack of information. He says: "The newspapers wanted free wood pulp and free print paper, and they got them, though every other interest, including that of American agriculture, went by the board. The head of the American Newspaper Publishers' Association sent word to every newspaper publisher, urging that reciprocity agreement be 'played up' in Washington correspondence, and it was 'played up'." Now, "free wood pulp and free print paper" had been secured by right on an open, honest showing of the facts, and the failure or success of the reciprocity agreement had nothing to do therewith. Does Mr. Richards mean to imply that President Taft and his administration bought the support of the newspapers for this administrative measure of reciprocitcy? A good many millions of patriots believed that reciprocity would be of great value to both countries and a majority of the U. S. Senate and House concurred in that view and passed the act for reciprocity. Why could not the newspapers be honest and patriotic in advocating what they deemed for the best interests of all?

Mr. Richard has another remedy against the corruption of the press, that is a free forum, *where* men, like himself, can tell the truth from the rostrum to a wondering world.

The world is to be enlightened by men getting before an audience and telling things as they want their hearers to believe them. If they are caught in misstatements, they can claim to have been misquoted. The people will be safer to be taught by a public press open to all the world, open to all, including competitors, rival newspapers, the holders of differing views and working for the establishing of differing theories and beliefs, for answer and criticism.

The Kansas City *Star* is, in its daily edition, one of the ablest and most perfect papers in the United States, while its weekly edition is of so high a character and covers so thoroughly home, dairying, general farming and other domestic and industrial interests and news as to make it an ideal paper for the farmer and his family. Its clubbing rates are very attractive for other papers and ought to result in adding many thousands to its already wide circulation. A local, home paper must confine istelf almost entirely to local news and local home interests and it is often wise, when the same can be accomplished by a small outlay, to supplement this servvice by clubbing with a journal that covers the larger field and furnishes a large amount of reading, entertainment and instruction to its patrons.

* * *

The October issue of the *Northwestern Agriculturist,* of Minneapolis, Minn., had a very attractive first cover, showing the harvesting of great yellow pumpkins, in a field of corn in the shock. The artist did the work truer to nature as to the pumpkin, at least, than did the artist of the National Printer-Journalist on our October cover page for October, but then, ours is not an agricultural paper, though our readers are interested in farm products. Although they are editors and printers, they have not lost their taste for good pumpkin pies, such as all our mothers used to make. *The Northwestern Agriculturist* is to be commended for the timeliness, appropriateness and artistic beauty of its first cover-page used on one issue each month as a variation from its other regular weekly issues.

* * *

A young student who attended the School of Journalism of the Missouri State University last winter, and who has been working at his calling as printer in Memphis, Tenn., to secure funds to complete his course, has sent us a ocpy of a little amateur journal that he has been publishing for some years called the *Tennesseean.* The copy before us is Volume 4, No. 1, and our attention has been attracted by an article on "Schools of Journalism," in which he writes, naturally, of the school at Columbia, which he had attended, in which is the following:

"We shall consider it as a profession," said Dean Walter Williams in the first lecture. In the last he referred us to principles laid down by Paul, whom he said would have been a great journalist. He said that if we would add the phrase, "and publish them" to Phil. 4:8, it would make a good rule for journalists to follow."

Here is the passage from Paul's Epistle to the Philippians, with Dr. Williams' proposed addenda:—

" 'Finally, brethren, whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are of good report; if there be any virtue and if there be any praise, think of these things, *and publish them in your newspaper'.*"

The *Spokesman-Review* of Spokane, Washington, is sending out to advertisers, present and prospective, a little four-page leaflet, on the first page of which is printed the kindly face shown herewith, that in itself, gives one an optimistic feeling as to prosperity. The other three pages contain very convincing statements under the following claims as headings: "Spokane County Farmers make more money per acre than farmers in the Middle West: "The 'Twice-a-Week' has Confidence of Spokane County Farmers;" "The *'Twice-a-Week' Spokane Review* prints more agricultural class matter than other leading class papers." Each claim is fully proven under these respective headings.

The products of the farm in the Spokane Country, as shown by the statistics, are somewhat startling—wheat leading with a value of $65,000,000 and live stock coming next with a value of $25,000,000, and the total of the wealth realized from fields, dairies, orchards, meadows and live stock reaching the magnificent sum of $147,500,000—the orchard crops $500 to $2,000 per acre. The first argument as to the ability to buy is fully established.

Second. Proof that the paper reaches these opulent, prosperous, possible buyers. is shown by a circulation statement for each month from 42,254 in January to 44,784 in May, and 43,060 in August, with the apparent well-proven statement that "The paper reaches more farm homes in the Spokane Country than does any other paper."

Third. The recognized value of the paper to advertisers is proven by comparison and examples. A list of leading farm papers, published in Illinois, Missouri Kansas, Dakota, Nebraska, Minnesota, Wisconsin, Michigan and Indiana is given, showing the advertising carried in each for the month of June, 1911, and then the amount carried by the *Twice-a-Week* Spokesman-Review, being eighty inches more than its nearest competitor and more than double of the number of inches carried by any of its nearest or nearby competitors. The whole proofs can be taken in almost as at a glance and are absolutely convincing. There is nothing of show about the folder. The facts are not hidden away by art. The printing is in black with border, initials, four prominent lines and the rule border in red, on light old Hampshire Bond of grass-green tint.

* * *

The Sterling *Daily Standard* of Sterling, Ill., has just finished an eight weeks' circulation campaign with an Automobile Popular Voting Contest. Two large Five Passenger Touring Cars, Pianos, Diamonds, Scholarships, and watches were the prizes given; 40,000,000 votes were cast and 1,500 new subscribers

gained as the results of this strenuous campaign. This was the largest subscription contest ever held in that part of Illinois, in enthusiasm, number of votes secured, and the number of new subscriptions gained

* * *

The date of the convention of the Associated Advertising Clubs of America has been fixed for about the middle of May, 1912. Dallas was chosen as the place of meeting at Boston, and now May has been decided upon as the most desirable month available for the convention in that city. Any who have enjoyed Texas hospitality will need no assurances as to the broad and liberal plans that will be arranged and carried out to make all who attend doubly glad.

* * *

"Whatever an advertiser should do, he should be fair and honest. I think one of the most important factors involved in good advertising is truth—good, clear, concise facts. It can be taken as a standard rule that anyone that advertises things untrue is not deriving full benefit from his advertising. He may stimulate trade and prosper for a while, but it cannot last."—R. S. Ruble, Assistant G. P. A. of Union Pacific R. R., before Denver Ad. Club.

* * *

The Elgin *Courier* is an enterprising and well-gotten up and well-printed home paper, of 1,135 circulation, which must be counted a pretty good showing for a local country paper of Texas, in a town of only two thousand population, situated only twenty miles from Austin, the State Capital. The following is rather a model rate card, printed on light board, postal size, sent out by the publisher:

| Rate Card |

THE ELGIN COURIER
Elgin Texas
Circulation 1135
Published every Thursday

For contracts covering less than 250 inches 12½ per inch
For contracts covering more than 250 inches. 10c per inch
The above rates are where plates are furnished and "run-of-paper" position.

The total space to be used within 12 months.

For hand composition add 5c per inch. For special position add 2½c per inch.

STATE OF TEXAS |
County of Bastrop | I, J. O. Smith, publisher and proprietor of the Elgin Courier, do solemnly swear that the circulation of the above paper has averaged for the past twelve months 1,135 copies per week, exclusive of special editions. J. O. SMITH.

Subscribed and sworn to before me this 22nd day of May, 1911.

A. H. DAVIS,
Notary Public in and for Bastrop County.

We have claimed that no paper of a thousand circulation could afford to sell advertising space for less than fifteen cents an inch, and the adding of the five cents for composition brings the *Courier* rate up to that figure. It has always been our practice to charge the same for plates as where ads are set in the office, for plates require care and more work in the make-up and in the make-ready, frequently necessitating over-laying and special attention. However, on the whole, we find no fault with these rates of the *Courier*, believing that they are much better than are generally obained by local papers of like circulation, though we suggest that a maximum rate of 17½ and 15 cents an inch, with a discount of five cents an inch if proper plates are furnished, would, to our mind, be better. It would take less trouble to explain to advertisers, and give less chance for misunderstanding. We would like the views of other publishers on this subject.

* * *

The Wareham, Mass., *Courier* issued an attractive "Summer Souvenir Edition" on August 31st, that we have not had opportunity to notice until now. The fact is that on account of attending the three National conventions, in July, August and Sepember, and the giving the great amount of matter afforded thereby, our "Notes and Points" and "Among the Associations" departments have been neglected, but it is hoped that readers have felt compensated by what has been published. The *Courier* names its city the "Gateway to Cape Cod." The descriptive sketch of the place is intensely interesting and is a model for terseness and a systematic arrangement. First there is given a description of the town, giving its location and features and surroundings and its leading industries. Then follow brief statements as to "Summer Attractions," "Transportation Facilities," "The Schools," "The Churches," "The Lodges," "Government," "Industries," "Commerce," "Public Morals," "Its History," and "Its Opportunities." Wareham was originally a part of Plymouth Colony, so that its history reaches back to the landing of the Pilgrims. Its opportunities furnish room for development along all lines of industrial and commercial activities. More houses are needed for its people; there are good locations for factories, unimproved water powers and ample harbor facilities. The halftone illustrations of local scenery, of street views, houses, monuments and factories are excellent, and present something of the antique and novel to the eyes of a westerner. The leading manufactures are nails and horseshoes, and it is celebrated as a shipping point for cranberries. The portraits given show strong men, largely of New England names and types, and we notice among the rest a "progressive" candidate for Senator, Ezra W. Clark, and there are Walter N. Perry, Russ H. Gilbert, Bernard Steele, George P. Rolles, and the editor of the paper, Lemuel C. Hall. Two editorial columns are properly devoted to an article on the *Courier*, giving its history and something as to the editor and his preparation for the work and as to the different members of the force.

"At the present time the *Courier* is published in four editions, namely: *The Wareham Courier, The Marion Courier, The Mattapoisett Courier* and the *Onset Courier*. The papers enjoy a wide circulation, having, besides a large local circulation, subscribers in

nearly every state in the Union and some in foreign countries."

* * *

The *Daily Cardinal* of the University of Wisconsin broke all University records of daily publications for size in its September 25th issue, of thirty-six pages. It is a four-column paper, making 128 columns in all. Ninety-four columns were given up to advertising, leaving only thirty-four columns for reading matter. The first page was, properly, kept free from advertising, leaving thirty columns of reading matter to be distributed on the remaining thirty-one pages. An effort was made to get as much advertising as possible next to reading matter. The arrangement can not be commended as systematic. Instead of keeping reading matter uniformly at the left or at the top of the pages, it was on some pages to the right, on others between and on others below the advertisements. The advertising composition was good but the arrangement of the inside pages made them to appear far from attractive. There were thirteen full-page advertisements, so that some opportunity was left for orderly arrangement by placing the ads to the right with larger ads at the bottom, and then building up until the smaller ads were at the top and filling above with reading matter where the top of the page was not reached by advertisements. In this way, each advertisement would have had equal opportunity of being next to reading matter, and harmony would have been preserved.

Whoever looked after securing advertising showed hustle and high ability in salesmanship and deserves credit.

We like the spirit of the following paragraph on the editorial page:

Their Legacy—Our Heritage Whatever constitutes the University of Wisconsin—materially or otherwise—is the product of sincere men and women who have sacrificed their labors that we and our posterity may be benefited by them. We speak of our university and our heritage as though we were the legal heirs to the wonderful privileges bestowed upon us, but we are not. That is, not before our legacy, in some measure at least, represents the value of our heritage.

The legal heir to the marvelous opportunities and gifts of the University of Wisconsin is that man or woman who labors for four years, not for himself or herself, but for the institution. Who is there among us who would receive a heritage and leave behind no legacy?

* * *

Editor W. L. Jones is wisely carrying on an aggressive campaign in his Lebanon, Ill., *Journal* for good roads and better farming. There is not a newspaper but that can wisely give large space to the improvement of city streets and public highways. Good streets and good roads contribute to wealth, health, morals, better social and business conditions among the people, and help to better government. As means of economy and of the increase of the value of real estate, both in towns and in the country, they are worth ten times their cost. Let editors of newspapers show their readers these facts continuously and tell the simple ways of improving and they will do a service that will bring present blessings to all and continue to bless coming generations. There is no exaggeration in this statement. We only wish we could make it stronger. We were a little surprised to find in one of the articles urging better farming, that Illinois, with its rich soil, is "far behind less favored states of the Union in the matter of yield per acre." Probably the same thing could be said of many other states favored with rich soil. This is a shame, and every newspaper man, whose paper reaches farmers, should feel some reponsibility for such a disgraceful condition among the readers of his paper.

Editors can help by the diffusion of proper information, and the urging to accomplishment the holding of more farmer's institutes; the teaching of farming in the schools and the making of country life more inviting through the building of good roads and other means.

Let the newspapers of the country wake up and wake up the farmers and they will find their own cash replenished and will not be compelled to mourn over the lack of busines or the non-payment of subscriptions. Prosperity among farmers adds to the subscription list, and helps advertising and all business. In forty years of observation, we have noticed that those newspapers that have showed the greatest prosperity, that have contributed most to the improvement of farming and other industries in the fields covered by their circulation, have won the greatest success.

* * *

Making a low price is far from being the first essential in good salesmanship. Too low a price is very apt to drive away a customer who knows what a right price is and who wants good work.

The basis of good salesmanship is understanding and quoting that right price. To show accurate knowledge of the business in hand and a full appreciation of the character of the work wanted and then quoting accordingly, gives a good impression, inspires confidence and wins respect.

Good service, courtesy, the winning of absolute confidence, and goodwill, by giving competent, helpful, clear information are each and all more important in legitimate, profitable salesmanship than is rate-cutting, or the making of a low price.

A Printer Salesman, writing in the *Practical Printer,* gives the following most excellent advice: "The salesman can never learn too much about his line. When he calls on a prospective customer he should be in the position of knowing more about printing than the buyer. If he does not, he is liable to get the worst of the battle of wits which will perhaps precede the placing of the order.

"The best advice I can give to young salesmen is continually to study their lines and to see that their customers get the service that they require. It is service they want, primarily. Price is an object, but they will pay you more money for better service than they will pay the printer who cannot meet their expectations in the way of quality of work and prompt delivery. This is becoming more evident every day."

The Daily Newspaper Press as a Promoter of Religion

THE newspaper, while finding its first work, that gives it its name, in the giving of the news, is far, in this day, from being limited to the mere narration of events. The newspaper man, who fully appreciates his opportunity, his duty and mission, will find a very large share of his work to be the promotion, not only of all things that will benefit his constituency in the fields of commerce, of the industries, of finance and all material betterment and improvement, but also in the field of humanitarian endeavor, of education, morals and religion. Religion in its truest sense, as interpreted by the Great Teacher, is largely doing good to fellowmen, as children of the loving All-Father and thereby, and as means thereto, being true to one's self, one's family, one's fellows, whether friends or strangers, and to God.

The South Bend, Indiana, *Tribune*, a model, successful paper, with a circulation that shows broad and practical appreciation, tells, in its issue of October 17th, how the press of that city, covered and helped the "Men and Religion Forward Movement" during a great recent campaign. The work of the newspaper was such as to call forth praise from all the leaders in the special effort for the uplift and saving of men. These testimonials to the secular press, fully published, make interesting reading.

Out of the score of testimonials given, we print the following, as best showing how the attitude heretofore held by the religious workers toward the secular press may be changed from censure and criticism into deserved praise, while good is done and the press accomplishes that, which is ever so important the keeping in touch with and in advance of the prevailing interest and spirit of its community:

Fred B. Smith, New York, campaign leader—One thing is absolutely sure: Never in the history of Christianity have the daily papers given such publicity to religion as the South Bend papers have given during these days. Our representatives on the team will go away with a wonderful story concerning the newspaper feature in this work. Your reports in the Tribune have been simply marvelous. We all thank you.

John L. Alexander, New York, boys work—The Tribune has clearly seen this vision, as has her sister papers. The column upon column of publicity and conference reports testifies to this. South Bend should be proud of such papers.

Dr. C. A. Barbour, Rochester, N. Y., special preacher—The reports of the Tribune have been admirable. No one could ask for more courteous and kindly treatment and we recognize the fact that, without the co-operation which the press has given us freely and cheerfully, the success which has been attained would have been impossible. It has been a great piece of newspaper work and its value to the community is unquestionable. You have our cordial and grateful appreciation.

John M. Dean, Seattle, Wash., community extension—I wish to say two things: First, the Tribune has been a large part of the eight-day campaign of the Men and Religion Forward Movement. You have been as real a part of it as your guests from afar who are known as experts. We all take off our hats to the Tribune staff for the work you have done the past few days. You will not be forgotten as we pass to other cities. Second, you can best continue the work so splendidly inaugurated by conducting a special department for the next eight months to be known as the men and religion section of the Tribune, this department devoting itself, both to special items of interest from the national campaign and to the steady backing of the South Bend and Mishawaka work. God help you.

BEN FRANKLIN CLUB OF AMERICA

When the Committee representing the Ben Franklin Clubs and other organizations met with the Typothetæ Committee at Denver they were continually confronted with the questions: How many members can be delivered? How many organizations have you? What is the strength of each?

It is quite generally believed that the only way that one great organization can be brought about is to first have two associations. Then all can meet together on equal terms and arrive at an equitable agreement and form the one International Organization that all are hoping and working for.

On Saturday, September 9th, a committee meeting was held at Denver, and it was decided that an Organization Committee, consisting of Messrs. R. T. Deacon, W. J. Hartman and G. E. Wray, be empowered to draft a letter and ballot to submit to all printers' organizations for the purpose of ascertaining what national organization the printers of the country desired to affiliate with.

The vote received to date hereof shows that outside of Chicago the demand is five to two and in Chicago ten to one in favor of forming an association known as the Ben Franklin Club of America, at once.

The Committee, complying with the expressed desire of the voters, ask you to send duly accredited delegates to a convention of all those interested in the formation of the Ben Franklin Club of America, to be held at the Auditorium Hotel, Chicago, on Thursday and Friday, November 16 and 17, 1911, for the purpose of inaugurating and centralizing this great movement—a movement which has done so much to uplift the printing industry. There is still much to do, and the leaders in the movement have many plans for the further advancement of the craft.

The business of the Convention will consist of adopting a Constitution and By-laws, and the perfecting of machinery to proceed at once to the work so urgently needed to be done.

The names of all who will attend should be sent at once.

R. T. DEACON
W. J. HARTMAN.
G. E. WRAY.
Temporary Committee.

Office of the Acting Secretary of the Ben Franklin Club of America, 601 Monadnock Block, Chicago, Ill.

HISTORIC PAPER FOR O. A. C. LIBRARY

Oregon Agricultural College, Corvallis, Ore., October 13.—A copy of the New York Herald of April 15, 1865, announcing the assassination of Lincoln, has just been presented to the library of the Oregon Agricultural College. This old newspaper, brown with age, is in excellent preservation. The front page is, of course, heavily black-leaded, in mourning for the death of the President. Other material of great historic importance is found in the descriptions of the surrender of the Southern armies, Jeff Davis' last appeal to his followers, and the surrender of the chief army of Juarez in Central America.

Another newspaper given the library is of interest because of its great difference in form from American journals. It is the Arbroath Guide, from the West Coast of Scotland.

A Model Newspaper

EDITORIAL MEMORIES—IMPORTANT LESSONS AS TO PUBLICITY, AND THE DUTIES AND SERVICES OF THE NEWSPAPER MAN.

EDITOR J. H. BLOOM favors this office with a copy of his paper, the Devil's Lake *Daily Journal,* of September 4th. It presents, in every way, the appearance of an up-to-date, metropolitan daily of the best sort, with thirty-two seven-column pages, well gotten up and splendidly printed on clear white stock, and carrying a wealth of reading and and advertising that bears indisputable proof of the enterprise of the paper and of the prosperity and go-ahead spirit of the business men in the city that it ably represents.

This issue is named "Fall Trade Edition" and as a promoter of business and a means of adding to the exchequer of the publisher, has doubtless, ere this, justified the outlay and industry expended on the worthy undertaking and accomplishment. Here is an interesting list of the special topics treated in his model number:

"Good Roads as a Measure of Civilization," by W. H. Horton of the Devils Lake Commercial Club; "Devils Lake Forced to Buy Produce Abroad," by Fred P. Mann; "No Boom Marks Progress of Inland Sea City," by Albert M. Powell; "Development of the Devils Lake District," by Col. Jos. M. Kelly; "Educational Growth of Ramsey County," by Supt. J. A. Haig; "Professional Man's Duty to Social Institutions," by H. G. Hocking; "Attractions of Social Life in Devils Lake," by Allopsia Belford; "Fire Hall is Credit to Administration," "Unexcelled Opportunities as Merchandising Center;" "Million Dollars Invested in Public Buildings;" "Great Northern Welcomes Many Visitors;" "Homes Represent Wealth of $2,000,000; "Water Sport and what It Means to Chautauqua;" "Perkins Farm with Machine-milked Cows is center of Interest."

These are all thoroughly and ably covered and the political, general, state and local news and editorial departments are in no way slighted or neglected. The illustrations and portraits are of the best quality of halftones, and are clearly and strongly printed. The page under the caption, "New Fire Station is a Credit to the Administration, Putting Devil's Lake in the lead of Every North Dakota City" is illustrated with the portraits of the mayor and the aldermen of the different wards of the city, engineer, chief of the fire department and city attorney. Now all this and all the wonderful growth seems wonderful, for we visited Devil's Lake when it was only six weeks old, away back in July, 1883. Yet the enterprise then shown ought to have prepared any one to expect great accomplishments. An entertainment was given at that time to the editors of Minnesota that couldn't have been excelled by any other city of the Northwest. The moonlight excursion on the lake on a fine steamer comes to mind as an inspiration as we write, and we again, see in our mind's eye, the path of light from the lunar orb to the rippling waters—now reflected from memory's tablets—shining like a great white way from earth to heaven. We breathe again the cool, pure, invigorating air, hear the glad voices and joyous songs of friends and traveling companions, and join with them around the festal board at the banquet that followed the moonlight excursion and listen, again, to the eloquent words that told of the future greatness of this region—prophetic words wonderfully fulfilled—and the interchange of expressions of regard, true friendship; of a broad hospitality, and returned appreciation and thankfulness, as well as of good cheer and encouragement. Thank God that while we have not sought wealth or position, we have sought and reaped a bounteous harvest of joyous memories that reach to all parts of the Republic and include the best of the aspirations and endeavors—now crowned with glorious fruition—of men and women on the frontier of the new West and in the then more opulent centers of the older East.

The merchants of Devil's Lake have not only showed, in this issue of the *Journal,* that they recognize the value and necessity of honest publicity but that they fear no competition at home or abroad.

Editor Bloom declares in a leadoing editorial:

Anticipating a good trade this fall the merchants have bought large stocks. They have bought the very latest, and they have bought in the best markets of the country. They are prepared to meet any competition at home or abroad. That is to say, they will meet any price offered by any merchant in North Dakota, or any mail order concern in Chicago or any other city. People who are in the habit of sending their money to the mail order houses may question this statement, but there are several merchants in this city who stand ready at all times, and are glad of the opportunity to meet the mail order prices, and oftentimes they sell cheaper.

For several years the local merchants report that their trade has been steadily increasing. Devils Lake is becoming known for a distance of sixty miles in every direction as a good trading point. The stocks of goods here are as good as can be found anywhere in the west—nothing better west of the Twin Cities. That explains why Devils Lake trade is increasing. People who come here from a distance to buy goods find that it pays them to do so.

This year Devils Lake merchants are going after trade stronger than ever. They are depending upon the volume of business for their profits, because they are going to sell on a very close margin. Therefore they are going to exert every effort to increase their business by inducing people to come here to trade.

That is why it requires a 32-page edition of the Journal to carry the advertisements of Devils Lake merchants and business men who desire them placed before the people. They want the citizens of Devils Lake to know that it will pay them to spend their money at home. They want the people in the country, in the nearby towns and cities to know that Devils Lake is the best town in North Dakota at which to trade.

Every citizen of Devils Lake is interested in increasing Devils Lake trade. It means a bigger city, greater population, and more of the things which a big city has.

The points are that a newspaper man can win signal success, and benefit his city, by enforcing the value of the right kind of advertising. A publisher has only reasons for congratulations where merchants understand that publicity must be met with publicity, and merchants have no cause to fear competition of mail order houses, when they persistently inform the people through the local press of their goods and of their ability and willingness to meet prices. How will the people know

that they can get just as good and better bargains at home as of mail order houses, and help to build up their home town and market, at the same time, unless they are told and shown? The Devil's Lake merchants wisely quote prices in their advertisements, in addition to the assurances of meeting all other prices.

The editor who convinces local merchants of these facts and principles as to publicity, and induces them to act accordingly, confers a great good upon them, helps his town and all the people within the sphere of the circulation of his paper, and secures the permanent prosperity and success of his paper.

The *Daily Journal* of Devil's Lake is optimistic, pure and wholesome, and finds little room for crime or evil doings, but space for a liberal share of those things that tend to improvement, inspiration and uplift. Two of the best articles are the speech by Speaker Champ Clark at Davenport, September 4th, on the "Progrss of America in the Twentieth Century" and an address by Dr. H. G. Hocking at the University of Chicago on the "Professional Man's Duty to Social Institutions." From this address we quote the following—substituting the word "editor" instead of "professional"—to make the application more direct:

What is due to social institutions from the editor? In common with his fellows engaged in other occupations, he enjoys all the benefits of society. The home has nourished him; polite society has refined him; the school has educated him; business society has supplied his wants; the church has revealed God to him and has shown him that he is heir to immortality; the state secures him in his right to life, liberty and the pursuit of happiness.

It is the duty of all editors to maintain the integrity of the institutions which have done and are doing so much for him and to pass them on without detriment to the generations which follow.

Out of the homes of editors have come leaders in business, in the professions, in church and state. * * * *

By reason of his culture and refinement and calling the most exclusive social sets open wide their doors to the editor man. All the amenities and other advantagges of polite society are easily accessible to him, and he owes it to the community in which his lot is cast to do his part in upholding the high standards of that social form by complying with its requirements.

The considerate newspaper man will not forget his obligations to the free public school which gave him his elementary education and his inspiration to devote himself to a professional career. In all his advanced education the habits of study acquired in the grades have been helpful to him and the elementary knowledge acquired therein gave him the key to the complex problems in higher scholarship. The editor has special qualification for serving the public school. The liberal education which his profession presupposes enables him to judge the methods and practices of the common school in the light of higher education, to give intelligent direction to its policy, and to point out the need of a liberal equipment for carrying on its important work. His knowledge makes him especially helpful to the movement now almost universal, to conserve the health of the school children by proper sanitation. In almost any enlightened community opportunities to serve as member of the board of education will come to him unsought and should not be declined. Rather, should such an opportunity to repay in part the debt he owes to that social institution which gave him his start on an educational career, and which has helped at every stage of his professional work, be welcomed and used to the best of his ability to maintain at a high standard of efficiency the common school which, in our democratic state, is the very sheet anchor of our liberties.

The newspaper man is a member of business society whether he will or no. His standing in his community as a busines man will have an important influence upon his success. Absolute integrity should characterize his busines dealings with his fellows. Business prosperity is based upon confidence. No one better understands this important fact than does the intelligent editor, and he will contribute his share in maintaining business confidence. He will keep an account at the bank, even if it be a small one. When given accommodations he will meet his obligations when due. He will invest in a home, a modest one, until he can afford a better one. He will invest his surplus, small though its beginning may be, in enterprises that are safe and of benefit to his community. By his strict integrity and his thrift he will become an important factor in the busines affairs of his community.

The newspaper man is a thinker, and a student of history. He has seen the state develop by a process of evolution through these forms; the monarchy, the oligarchy and the democracy—government by the one, government by the few and government by the all. He sees that government by the people is the true form, because it is based upon divine thought, the rights of man. Passing down the highway of history the editor has found it red with blood and white with the bones of heroes who died for the rights of man; who cheerfully died that democracy might live. The time has passed when it is necessary to die in defense of democracy in this which we fondly call our country, but eternal vigilance is still the price of liberty.

American democracy has fostered the freest activity in every line of human endeavor. Under its fostering care business enterprises have developed that are the wonder and admiration of the world. Inventive genius, the combination of capital and industrial organization have united to convert raw materials into things of use and beauty, to elevate the condition of labor and in the accumulation of individual fortunes that makes ridiculous the proverb, "As rich as Croesus." Compared with scores of our present-day capitalists the wealthy king of Lydia was a mere peanut vender.

The history of our country is divisible into periods on a basis of the dominant idea at work in different epochs. We are now living in the period of economic adjustment. Present-day statesmanship is chiefly concerned with the attainment of economic equity. In some lines enormous business combinations, called trusts, by swallowing up smaller concerns, have destroyed competition which had hitherto controlled the cost of the necessities of life. By securing a monopoly they have the power to arbitrarily fixe the price of the food we eat, the clothes we wear and the roof over our heads. But arbitrary will is repugnant to democracy and she will surely eliminate all artificial restraints on trade, and without destroying what is good in our stupendous business organizations will make them more serviceable to the common people, whose welfare is the sole purpose of democracy.

Questions of democratic government are complex questions, worthy the efforts of the trained mind of the true editor, and the best he can render is due that great social institution, the state, which guarantees to him life, liberty and the pursuit of happiness.

Installing a New Press

SUBSTANTIAL REASONS FOR REJOICING WITH FRIENDS OVER IMPROVEMENTS.

A NEWSPAPER ever has a right to rejoice in improvements or the installation of new machinery and it is appropriate to make these rejoicings known and to ask all patrons and friends likewise to rejoice. This is in harmony with the close relations that should ever exist between a newspaper and the people whom it serves and who are benfited by all that benefits or improves the press.

Recently the Plain City, Ohio, *Advocate* installed a Duplex Perfecting Press and properly announced the fact in the columns of the paper and sent a copy of the paper to the National Printer-Journalist, that we might also rejoice and spread the news abroad for encouragement of other newspapers, and by the example, and by added words, to enforce the lesson of the value of improvements and to incite to like improvements and generous rivalry.

We read that in old times, the Israelites complained that they could not make bricks with the Egyptian clay without straw. Science has recently taught that to make good bricks, in many instances. chemical ingredients coming from fresh vegetable matter, are necessary. To make a good, acceptable, up-to-date newspaper, the finish and speed in production made possible by modern machinery are essential. A new, faster press has very frequently resulted in such increase in circulation as soon to justify and require a still faster press, just as the installing of a typesetting machine has tended to increase business, so that, while, the first was purchased with fear and misgiving, a second and a third machine have been necessitated greatly to the profit of the publisher or printer. The editor and publisher of the Plain City *Advocate*, in a column on the first page—properly marked in the copy sent to this office—give the following substantial grounds for the pride and exultation by both paper and the community:

This issue of the Advocate is the first to be printed on the Duplex perfecting press which has been undergoing erection in the Advocate press room for the past two weeks. The new press takes the paper from a roll, prints both sides, folds to one-fourth page size and counts the papers as they are printed. Plain City is the smallest town on record to have a press of this kind, and this fact alone should add prestige, and Plain City can well be proud of one industry that has courage to undertake what others would not think of attempting. The seventeenth year of the Advocate's existence will be closed in a few more weeks. The present owner set the type for the first issue, and at that time the equipment was meager. By perseverance it was added to from time to time until now the Advocate is the best equipped office for miles around. The water power was succeeded by the gasoline engine, and now the power for the new press is a 7½ horse-power electric motor. For a number of years the Linotype was only a dream, the expense of such a machine seeming entirely too great for a town the size of Plain City. But where there is a will there is a way, and three years ago our dream materialized and we were the possessors of the Junior Linotype, which is certainly an indispensable adjunct to our printing establishment. The addition of the Junior only created a desire for more up-to-date equipment, and a Van folding machine was added and this, too, has been a wonderful help in handling our weekly edition, as was also the Wing-Horton mailing machine. More visions arose and these were of the perfecting press. At first we thought it an impossibility. Investigations followed and after several months of planning, we find our dreams once more materialized and the new press is now in running order in our west room Two large rooms in the Leonard Block are now occupied by the Advocate, and these seem inadequate for handling our large weekly edition and the extensive business of our job department.

With this issue we enlarge the Advocate to a seven-column paper, all home print. We are always looking to the interests of our patrons and endeavoring to give them the best service possible. We cordially invite the public to see the new press in operation which will be on Wednesday evening of each week. Come yourself and tell your friends to come. Send us your news items as it is our aim to print a paper that should be the pride any town, as in a measure a town is judged by its newspaper. In this day and age of the world nothing is gained by staying in the same old rut. You must be up and doing. All the Advocate asks is a fair show and if we get that there are other visions already looming up before us which we hope we will be able to see in reality within the next two few years. The best is none too good for Plain City, so let us go hand in hand for Greater Plain City.

There is a world of good newspaper-business wisdom in this announcement. The paper rightly treats the members of the community as sharers in the improvements made in the local newspaper. Then the growth, coming with every addition to the facilities of the office for accomplishment, is something that must appeal to every owner of a newspaper or printing office.

An Achievement and Progress Number

The Haverhill, Mass., *Record* recently issued an "Achievement and Progress Number" that made a good showing of that enterprising city; recorded a wonderfully satisafctory growth, and gave the sources thereof, and reasons therefor. The *Record* is a mammoth sheet, the pages being sixteen by twenty-four inches and thirty-two in number. We have been, of late years, most gratifyingly surprised, during visits, to witness the prosperity and development of New England cities. There is a history and some historic buildings, but there is nothing moss-grown or decrepid. The soil of New England would be counted poor, by residents of the Central and farther West, but the people have mixed their soil with their brains and have improved natural advantages. The fact is shown by recent statistics, that Maine gets double per acre of wheat, and half more per acre of corn than does Illinois, and the same is true of Connecticut and other Eastern States, and as to other crops.

The *Record* tells in this issue of a million and a quarter of dollars invested in new factories, public buildings and residences; of big modern factories of reinforced cement, and of a great growth in manufacturing industries, and gives many views of handsome structures, busy streets, beautiful homes, splendid churches, and attractive summer resorts. It rightly boasts of a property valuation this year of $35,000,000, and of a population of 45,000, which gives each man, woman and child a little over $777.

The valuation of the city has increased from $1,201,-

031 in 1880 to $34,396,384 in 1911. The population has increased from 18,478 in 1880 to 44,115 in 1910. Such figures make one feel like reversing Greeley's advice by saying—"Go East, young man, go East," but the fact is that, the possibilities of the West have not been exhausted, nor even developed, in fact, have been scarcely touched. Haverhill's' sources of wealth are the abundant supply of water by the Merrimac River and numerous lakes; abundance of skilled workmen, and good transportation, with tanneries, shoe factories, long established, and the Commission form of Government.

Here is a concise, comprehensive editorial statement, made in this issue of the *Record,* by Editor Lemuel R. Hovey, that may be well taken as a model for other editors in getting out promotion or prosperity numbers, modifying the same to suit the facts of their several cities:

To properly mark the beginning of the ninth year of prosperity of the Sunday Record, and to advertise to the world the largest material growth ever known in Haverhill's history, this special "Achievement and Progress" number has been issued today. Two months ôm hard work have been given to the preparation of this thirty-two page newspaper, by far the largest single issue ever printed in Haverhill, the equal of forty pages of the ordinary size.

Beginning with the adoption of the Commission form of Government, Haverhill has forged ahead in a way that the city has never before experienced. Widely advertised as a progressive, up-to-date, healthy and prosperous community, we are now witnessing a period of building activity and industrial prosperity such as any city might well boast about. With the probability of adding over a million and a quarter dollars worth of modern buildings this year, we are in the comforting position that every new home and factory will be occupied as soon as completed.

In the various pages of this big "Achievement and Progress" number will be found a mass of interesting facts and figures about Harverhill, and a host of pictures of public and private buildings, making up a newspaper which anyone should be proud to send to friends and relatives in distant communities. In this way much valuable publicity will be secured for our beautiful city, in addition to that given by the circulation of thousands of tra copies by the publishers.

There has been no attempt made to produce anything but a genuine newspaper in this issue, and the publishers wish to thank all those who have contributed so liberally to its success. We trust that each and every one of our advertisers will feel that his investment in this number has been worth while, and that the "good advertising" which it will give our city is in itself sufficient "return" for the money spent.

"THE PRACTICE OF JOURNALISM."

While the work on the Practice of Journalism, by Walter Williams, and N. L. Martin, is evidently intended for beginners or students in journalism, it will be found invaluable in almost all newspaper offices. Newspaper-making has, heretofore, received very little study in a systematic way. The arranging the facts with regard thereto, defining and classifiying scientifically, was much needed, and has been ably done in this book. Even in the elementary portion of the book, there will be found very much of value to many who have been long in the business. The chapters on 'Writing Editorials, "The Reporter," "News and Its Value," and "Organization in News Gathering" can not fail of proving valuable to any practical newspaper editor or writer. The four chapters are certainly worth many times the price of the book, with the added work necessary to study and master the contents.

The definition of the editorial, with the pointing out of its characteristics and objects, furnishes useful hints to any editorial writer. The enumeration of the different classes of editorial writing, coupled with most excellently selected samples of each, is both educative and inspiring. The study of these specimens of good editorial writing will be helpful to any editor, no matter how wide or long his experience or practice in writing.

No writer of news but that will be improved by reading Chapter V, entitled, "The Reporter." Scientific or classified knowledge, clear and forcibly stated, is worth ten-fold more than the hazy, indefinite knowledge that is gathered merely by contact with a business or calling. To do things merely because others in a vocation have so done them, is the lamest kind of work. It is simply imitative. It it not disputed that practice is necessary to perfection, but to understand the truths on which practice is founded and the why, opens the way to greater attainment and is a great saving of time and prevention of costly errors, mistakes and humiliation. We do not know as an extended review of this work at this time is needful, but with the consent of the authors and publisher, we expect to give, at an early date, some extracts therefrom, as illustrating the character of the matter and the treatment of the subject. We have read the book and pronounce it good. It is published by the E. W. Stephens Publishing Company, Columbia, Mo. The price is two dollars and it is worth the price.

READY TO CONTRIBUTE TO A PRINTING CRAFT'S LIBRARY

Seattle, Wash., October 12, 1911.

Mr. B. B. Herbert, The National Printer-Journalist, Chicago:—

In reading the Inland Printer for the month, I noticed a few words from your address to the Chicago Printing Craft's Association. It is pleasing to hear words from one of the old guard, recalling the attention of active leaders in craft work to the art-and-craft feature of the business, and bringing home their responsibility for the advancement of the calling along those lines.

If there is one fact that stands out plainly today in the conduct of the printing office it is that there is, generally not enough work done at the foreman's desk—too much of a disposition on all hands to peddle out the work of planning into a dozen or more corners of the composing-room into the hands of groups of workmen to be then good-naturedly but wastefully wrangled over. This results in compromises disadvantageous both to workmanship and profitableness.

Your suggestion of the formation of a small, select library on subjects of craft interest is a very good one. I have lately brought out a little contribution to craft literature and if a collection of works is gotten together by the Association, I would be pleased to contribute a copy of my work to the library, if you think it would be of interest or use. Circular enclosed.

I had the pleasure of meeting you first at the time you were in business in St. Paul. Very truly yours,

CHARLES J. SCHOTT.

REVIEW OF JOB PRINTING

Address all communications to E. S. Hanson, 57 Washington St., Chicago, Ill.

WHILE matters of cost very likely do not have a proper place in this department, I cannot refrain from commenting on some bids which it fell to my lot to look over just yesterday. These bids were for a book of 160 pages, and detailed figures were asked on the composition, make-up, lock-up, press-work and binding. The specifications were submitted to two printers, both of them doing a fairly large business and supposedly making money, and one of them, at least, a fairly close follower of the developments in relation to cost. The estimates, however, were as wide apart as $79 on a total of less than $300. The item which was most striking, and which has prompted me to comment on the bids, was that of make-up, one printer putting in a figure of 32 cents per page and the other of 5 cents per page. The high bidder's estimate came in first and his figure of 32 cents attracted my attention immediately as being remarkably high. He insists, however, that he has not made a mistake and desires the figure to stand. Five cents per page for make-up is very low, but this bidder also insists that he has made no mistake and is willing to stand by his figures. It would be interesting to know just how these printers arrived at such widely divergent prices. The method which I have pursued in making such estimates is to decide in my mind how many pages a make-up man would produce in an hour and divide this figure into the rate per hour which work in the office is expected to bring. This virtually resolves the whole thing to an hour basis. It would scarcely seem, however, that these two printers figured that way, for the estimators would certainly be better posted than to have such widely different ideas of the number of pages a man could make up in an hour; and on the other hand, the hour rates in the two shops are probably not so vary far apart. Suppose, for instance, the hour rate were $1.00 in both shops. This would mean that one estimator had figured on a make-up man producing about three pages an hour, while the other had figured on twenty pages. This latter figure is, by all odds, the more nearly correct, and yet the nature of the work was such, including as it did, a considerable amount of cuts and tabular work, that a make-up man who could produce twenty pages an hour would scarcely be working for the ordinary scale of wages. But, as I said, this is a subject somewhat outside of the scope of this department, and I have referred to it simply to show that for all our talk of definite costs there are some printers who are still apparently working in the dark.

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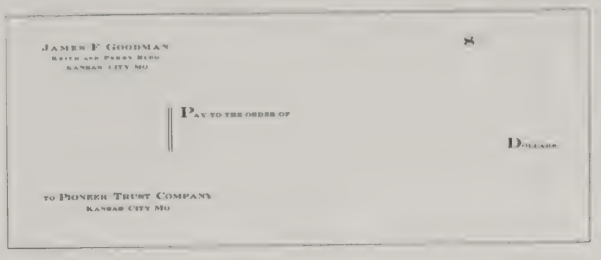
Some samples of British printing have recently come to my attention, and as they are put out by type-makers and ink manufacturers, they may fairly be considered as among the best. The one feature of them which attracts my attention especially, however, is the fact that the British printers have not got as far away from the use of points as the printers on this side of the water. A number of specimens are very badly marred, in the opinion of the American typographer at least, by this lack of elimination of the period and the comma. The great objection to points at the end of display lines is, of course, that they throw the entire line out of center and to a certain extent, out of balance. Here is a title page, for instance, of a booklet entitled

HOLIDAYS
BY THE
SEA.

The words "Holidays" and "Sea" are set in a heavy black type, and the period is, of course, large and heavy to correspond. Coming as it does after the letter A, the slant of which is inclined to unbalance the line anayway, the point furnishes a serious blot on the title page. The

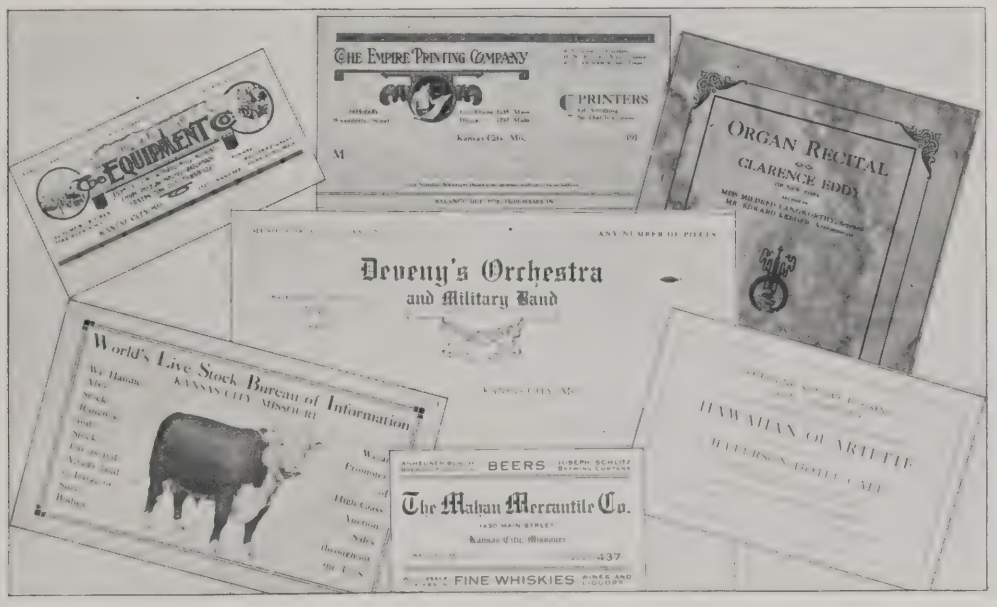
period and the comma, in our typography, began to be eliminated when rule and panel work came into vogue. It was immediately seen that a line with a period at the end, and squared out with a rule underneath or a panel around it, was thrown entirely out of the apparent center. Some of our British brethren, however, seem not to have noticed this, for they are still using rule and panel work around lines which are followed by periods seemingly for no reason at all. The British compositor will often use a series of lines in square effect with a point at the end of each one of them. Very likely this looks all right to him, but we have grown so far away from it as to make it look antiquated.

J. Warren Lewis, who is now located at Kansas City, Mo., sends a large number of specimens which show that he is doing the very best kind or work. I like very much the program of the organ recital, done in two colors on clouded cover paper. This is a rather expensive program to be passed out promiscuously but is certainly an improvement on the cheap print paper monstrosities which are handed to many patrons of music and the drama. Your work for the Empire Printing Company is exceptionally good. I do not feel that the fact that part of these are plates detracts from your own merits in the case, and the plates have been well handled, making them, in fact, a part of the completed job. The press-work has also been very attractively done. The check for James F. Goodman is rather unusual and I cannot say that I like it. Very likely it was the idea of the customer to have it that way, but I believe he ought to have been steered up against something else if possible. As it is, the check has no cohesion or unity. This fault might have been remedied by giving it a light rule border or else making a light background with a margin of the stock around it, giving something the effect of a border and holding the check together better

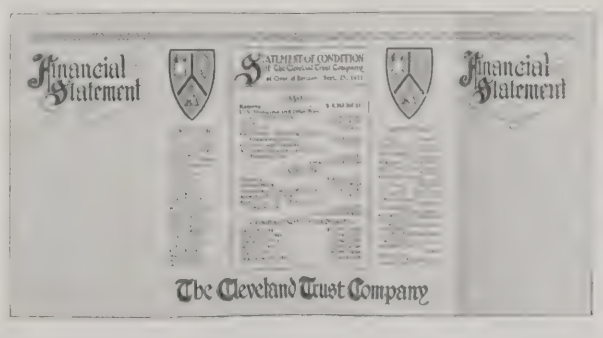


than it is as it stands now. Almost all of your other work is of a very good class. The small folders in two colors are attractively gotten up and ought to bring busines for your customers.

The Cleveland Trust Company is still sending out some good printed matter and as usual is trying to get something which will be a little out of the ordinary and at the same time dignified and high class. A recent financial state-



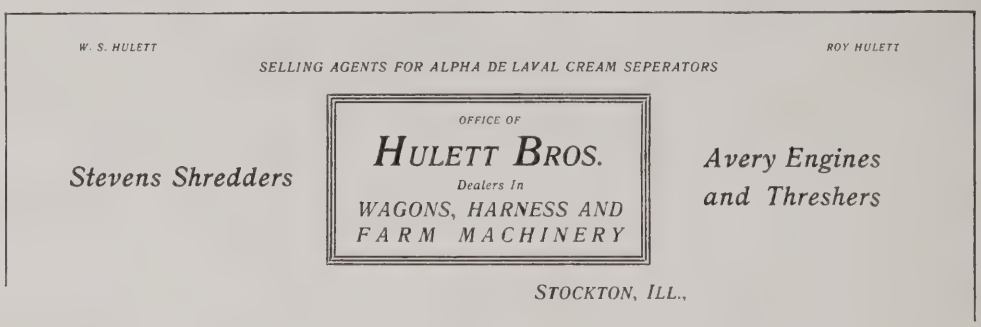
ment of the bank is printed on four pages of an eight-page folder. I am trying to have this pho-



tographed to show the manner in which it is printed and folded. When it is folded the words "Financial Statement" appear on both sides, and opening it in the middle one turns to the state-

ment itself. The other four pages of the folder are blank.

The best specimen sent in by Ray M. Scotchbrook, Stockton, Ill., is a letterhead for Hulett Brothers, and this head would, I think, have been improved by having the name of the firm a full line the same as the two lines below it. As it is, the panel is somewhat bottom heavy. It would have been better, also, if the copy could have been so worded as to have two lines at the left of the panel to correspond with the two lines on the right. The head is, however, far superior to much of the other work submitted. The fault of many of these lies in the fact that faces of type have been used which are entirely behind the times for modern printers. I would suggest that a number of these old faces be disposed of and be replaced with up-to-date type. Even a few pounds of new type which could be got in exchange for several of these old fonts, would be much more serviceable in your shop.



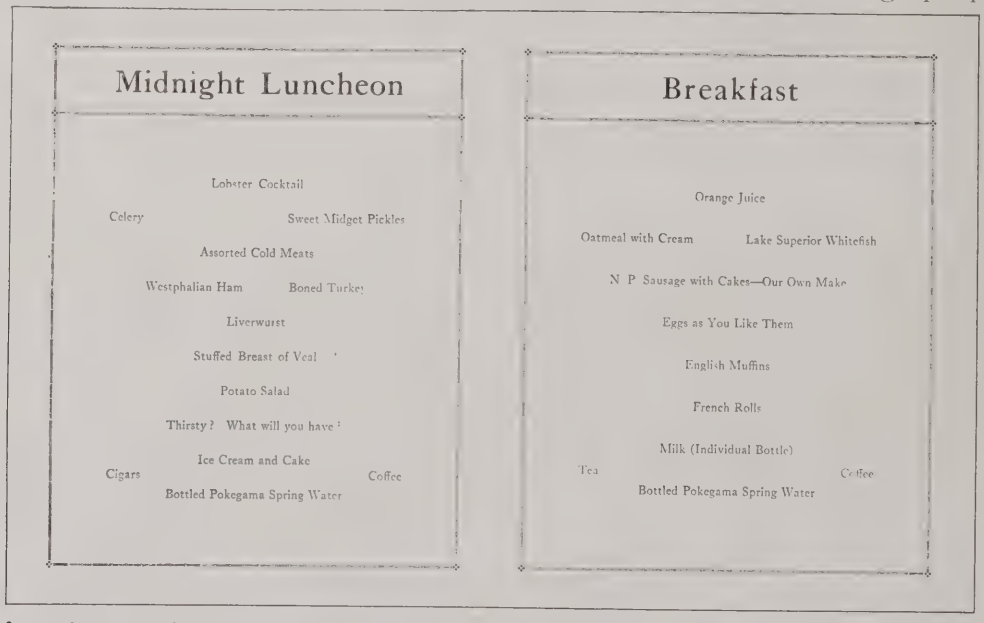
I am showing here the menu which was distributed to the guests on a recent special train on the Northern Pacific. The pages I am showing are the fourth and fifth pages, this inside folder being bound in an attractive illuminated cover. The special point I desire to call attention to in this card, however, is the plainness of the menu itself, showing how a job of this kind can be set up in ordinary plain type and still be effective.

I do not understand why Mr. Lutterloh insists on designating his place as

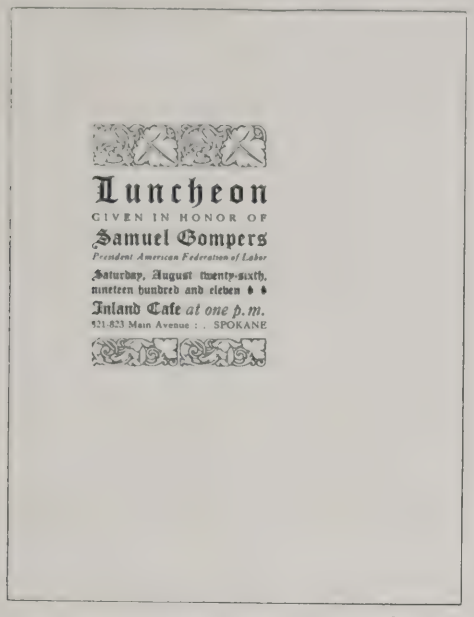
The Lutterloh Press, Kirbyville, Texas,

all in one line and one style of type. Aside from this peculiarity, the letterhead which Mr. Lutterloh sends is much better than former specimens which he has submitted to this department. The billhead I do not like so well. I think the border is too heavy and should be run in a much lighter shade of ink in order to give it the proper weight.

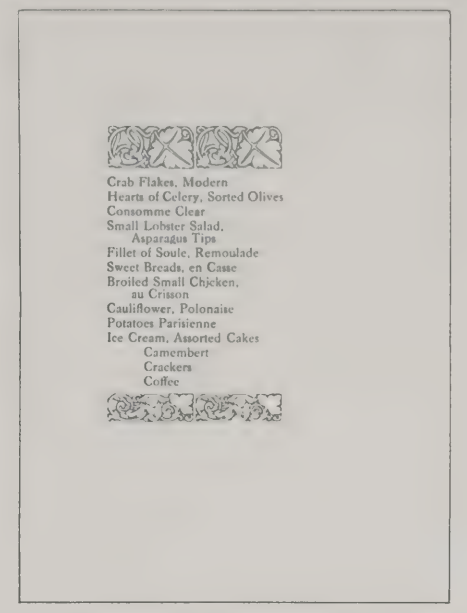
Speaking about menu cards, here is one from the famous Stutes Printery of Spokane. It is in two colors, with specially designed borders and stock ornaments. It is printed on linen finish paper with deckel edges and inclosed in a brown cover with the same design on back and front. My only regret in the matter is that Stutes is not printing the menu cards for some of the restaurants where we Chicago people eat. With this card comes a bunch of other work which is fully up to the mark. Yes, here is another menu which I shall have to show. It is of a



luncheon given to Samuel Gompers while in Spokane. It has eight pages, the pages being

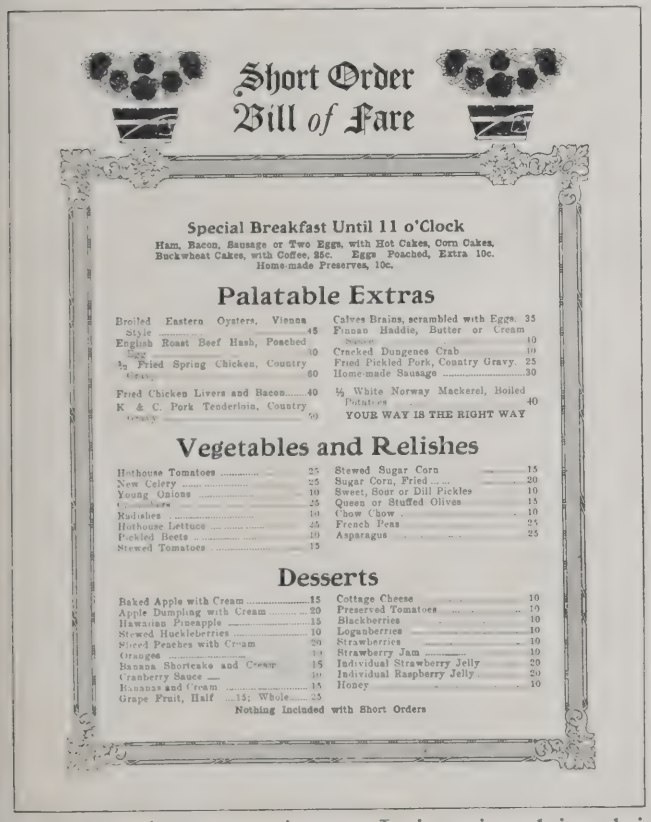


Luncheon
GIVEN IN HONOR OF
Samuel Gompers
President American Federation of Labor
Saturday, August twenty-sixth, nineteen hundred and eleven
Inland Cafe at one p.m.
521-523 Main Avenue : : SPOKANE



Crab Flakes, Modern
Hearts of Celery, Sorted Olives
Consomme Clear
Small Lobster Salad,
Asparagus Tips
Fillet of Soule, Remoulade
Sweet Breads, en Casse
Broiled Small Chicken,
au Crisson
Cauliflower, Polonaise
Potatoes Parisienne
Ice Cream, Assorted Cakes
Camembert
Crackers
Coffee

blank except the first, fifth and eighth. The first gives the nature of the luncheon, the fifth the menu proper, and the eighth the names of



Short Order
Bill of Fare

Special Breakfast Until 11 o'Clock
Ham, Bacon, Sausage or Two Eggs, with Hot Cakes, Corn Cakes, Buckwheat Cakes, with Coffee, 25c. Eggs Poached, Extra 10c. Home-made Preserves, 10c.

Palatable Extras

Broiled Eastern Oysters, Vienna Style 45
English Roast Beef Hash, Poached 10
½ Fried Spring Chicken, Country 60
Fried Chicken Livers and Bacon 40
K & C. Pork Tenderloin, Country 50
Calves Brains, scrambled with Eggs 35
Pinoan Haddie, Butter or Cream Sauce 10
Cracked Dungeness Crab 10
Fried Pickled Pork, Country Gravy. 25
Home-made Sausage 30
½ White Norway Mackerel, Boiled Potatoes 40
YOUR WAY IS THE RIGHT WAY

Vegetables and Relishes

Hothouse Tomatoes 25
New Celery 25
Young Onions 10
Cucumbers 25
Radishes 10
Hothouse Lettuce 25
Pickled Beets 10
Stewed Tomatoes 15
Stewed Sugar Corn 15
Sugar Corn, Fried 20
Sweet, Sour or Dill Pickles 10
Queen or Stuffed Olives 15
Chow Chow 10
French Peas 25
Asparagus 25

Desserts

Baked Apple with Cream 15
Apple Dumpling with Cream 20
Hawaiian Pineapple 15
Stewed Huckleberries 10
Sliced Peaches with Cream 20
Oranges 10
Banana Shortcake and Cream 15
Cranberry Sauce 10
Bananas and Cream 15
Grape Fruit, Half ..... 15; Whole 25
Cottage Cheese 10
Preserved Tomatoes 10
Blackberries 10
Loganberries 10
Strawberries 10
Strawberry Jam 10
Individual Strawberry Jelly 20
Individual Raspberry Jelly 20
Honey 10
Nothing Included with Short Orders

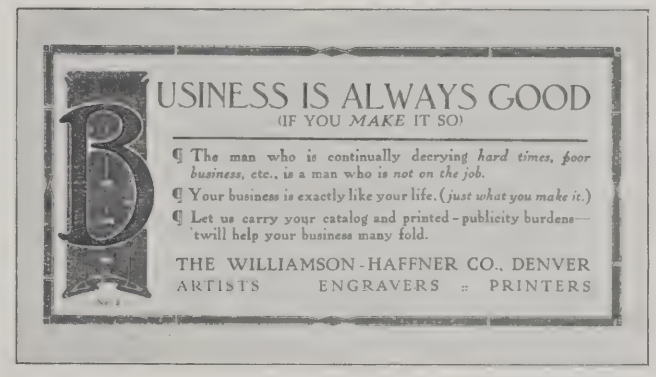
the reception committee. It is printed in plain black but is worthy of careful consideration.

"PRINTING PRICES."

The following from the Haverhill, Mass., Record, shows that "Printing Prices" have been kept at low, impoverishing rates in all parts of this country and suggests how the effort to get prices on a paying basis should be treated by an honest and friendly press:—

"If the members of the municipal council understood the conditions in the printing business in Haverhill they would not even suggest going out of town for bids on city printing. The local printers have taken the only wise course in forming an association for mutual protection and the abolition of price-cutting. From actual experience in the job-printing business the Record is satisfied that prices have been altogether too low. In fact, this office gave up that branch of the business over ten years ago because there was not only no profit in it, but an actual loss. The competition in Haverhill has been so keen that many a job, secured by competitive bids, has been done at a loss. This applies particularly to city work, but also to work done for private individuals.

"It is not in Haverhill alone that printers the past



BUSINESS IS ALWAYS GOOD
(IF YOU *MAKE* IT SO)

¶ The man who is continually decrying *hard times, poor business*, etc., is a man who is *not on the job.*
¶ Your business is exactly like your life. (*just what you make it.*)
¶ Let us carry your catalog and printed-publicity burdens—'twill help your business many fold.

THE WILLIAMSON-HAFFNER CO., DENVER
ARTISTS ENGRAVERS :: PRINTERS

few years have been waking up to the fact that theirs was about the only business where even a small profit has been practically eliminated. Starting in Boston and the larger cities, the prices for job printing have been gradually advanced to a point where a reasonable profit can be made. This has been accomplished mainly through the work of the Typothetæ, a national association of employing printers.

"If the local city officials will make a thorough and honest investigation of conditions here and elsewhere, they will find that public policy and fair play will call for a reversal of their published intention to ask for bids from outside printers. Give the local printers, who pay out their money for taxes and wages in Haverhill, all the city printing at a price which will give them a fair return on their investment and time."

There is no excuse for public officials paying other than fair prices for printing, or for going out of their own cities for the work and honest newspapers will say as much.

The National Press Association and the Future—Upbuild Suggestions

By W. F. Parrott, Secretary.

SINCE the Detroit-Canada meeting of mid-summer, the secretary has devoted considerable thought to the future of the National Press Association and consulted with many in an effort to produce a new order of things that would stimulate, build, improve. It is a problem difficult of solution and the first contention arises over selection of date and location. The sole purpose of this article and the suggestions offered, is, if possible, to awaken an enthusiasm, discuss candidly the situation confronting the organization and have the executive council, who decide all questions, acquainted with all facts and conditions. It is urged that action be deliberate, that likes and dislikes, a desire to visit this section or that section be eliminated and that the matter be made a busines one for the real good of the future of the association. It is purely a matter of good business judgment, a result accomplishment that will mean the salvation of the child which many have assisted in nourishing and rearing to manhood's estate and now desire to succor and provide for in matured age.

To accomplish, two things must be obtained, new members, at least twenty-five from each state in the Union, and a large attendance of such membership at the 1912, or twenty-seventh annual meeting.

One of the essential features of an increased membership is a wise decision on place of meeting and an early one that interest may be stimulated| A program meeting such as has been the practice for several years will not continue to enthuse, make or encourage new membership or large attendance at the meeting. There must be an innovation, something new and attractive, not of necessity a trip but rather that of business building, an imparting of knowledge that will be worth dollars and miles of travel, so important in fact that all publishers, both large and small, will be loath to miss the opportunity that knocks at the door and seeks admission.

A School of Instruction.

The suggestion of the secretary is a radical departure from the beaten path, but it it is thought to be worthy of consideration because the program of the past has not been a productive busines enterprise, the attendance continuing to grow less and less in the face of the cash basis obstacle.

Other organizations thrive on educational results. In brief, the plan suggested might be called a school of instruction, or a publishers' institute, and a whole week should be devoted to the work of instruction. The thought advanced is to teach and instruct the craft in the making of a newspaper from the foundation to the very tip of the lightning-rod upon the building. Provide expert instructors in every department, including printing and job work, that all interests may be conserved. Teach the later day and successful methods. Avoid mere papers and substitute practical illustrations and demonstrations by men who have reached the professional stage and are recognized as national authority on the subject they aspire to teach.

For a personal illustration, the Hon. Walter Williams, together with his excellent corps of assistants from the school of journalism, at Columbia, Misouri, and the wide acquaintance possessed by Mr. Williams in the field, would enable him to provide a corps of instructors and arrange a program of untold value to all. Such a course of instruction would be beyond price in real worth or in value to the beginner. The boy who is to succeed the father and seeks the new conditions and requirements, wants the latest and best, to be an up-to-date editor and publisher, certainly ought to grasp the opportunity and avail himself of the exceptionable privilege offered. Then father would want to satisfy his curiosity and would just go too.

What is true of the journalistic end is true of the business and mechanical branch of the business. Men of Mr. Williams' ability can be obtained who can organize and provide a most thorough and instructive course of study, impart knowledge that will be useful and a valuable asset. A separate illustration can not be made of each particular feature or branch of the work. In the business end, the bookkeeping of the average office, to say nothing of the real actual knowledge of the cost of production, is something most publishers could well afford to travel miles to receive the necessary enlightenment. The whole counting-room system is sadly in need of repair. Men can be obtained who will instruct as to the make-up of the paper, the cost of composition, the cost of setting advertisements when and how to buy the white paper. In short to tell you how to save upon every corner and still not cheapen the quality of the production. A wise man has said, in substance, it is what you save on the expense of production that makes the real profit in the newspaper business. The same condition holds true in the manufacturing line and often the by-product, what the publisher throws away, a waste is the real source of income to the greatest producers of the nation.

To provide for instructing those interested in the job end, printing of any description, men are waiting to be called who will gladly instruct and impart knowledge that will pay many times the cost of mileage. The successful instructors in this line of work have a selfish motive, hence their willingness to respond, they want to raise the price of printed matter to its real value, no other branch of work in any vocation is producing a greater amount of work on a less basis. In other words, two-thirds of the printing turned out by the average shop is actually done at a loss. There is a school or college at Indianapolis that is obtaining wonderful results in teaching the art of printing. The most successful and profit-making printers of the day are sending their boys to this college and say by the process they are not only obtaining a better busines education for the boy but are gaining several years time, and are securing a college rather than a high school finish.

The Cost System

Last, but not least, in fact, the most important subject under discussion in any and all branches of the profession or busines is the cost-finding problem. The newspaper man as well as the printer needs—it is the only salvation—this line of instruction. The Typothetæ of America are doing a grand work in this vocation and will only be glad to furnish a competent corps of instructors. The cost system in the newspaper office will tell the exact cost per inch of the composition on advertisements, a thing publishers generally do not know or they would not sell their space at ten cents and less per inch.

The cost system will demonstrate further that the Linotype machine is loafing on the job, is not producing to its full capacity and that more hours in every depart ment of the paper are actually wasted than are those profitably employed. Such a system will show that the subscription list is not as big as you thought, that it is not paying for the white paper and that there is more loaf than work in every department. The cost system

instruction alone is worth a trip from Maine to California.

Machines on Exhibition.

Make the twenty-seventh annual meeting like unto an exposition or fair. Invite in the supply and machine men. They say they will gladly co-operate with the association, will not only be in attendance but will make creditable exhibits and have the machines in operation. Those in other lines say they will make displays of the various products of the printing office, make the meeting a place of rendezvous for everything that will instruct, give ideas, enlighten or benefit in any way.

Offer Prizes.

Offer prizes for the best display of printing and thus have competition and exhibition from the profession. Do the same thing on the newspaper, editorial page, local page and so on. Care should be taken to regulate each contest so that the smaller publisher or printer would have an equal show with the larger.

If Practical.

If the above suggestions are practical and if by majority vote of the council it is thought advisable to adopt and proceed along such lines, the place of meeting is not only important but must be considered from a different standpoint than heretofore.

Suggestions for Meeting Places.

There are many invitations and in this respect the association is prosperous—cities seek us. Taking all the possibilities and weeding out to the three most generally favored, the choice seems to be Chicago, Buffalo and Richmond. In reviewing the merits of each city, an effort is made to say the good and still point out the weak places, that the Council may better judge of the real strength in drawing power—attendance.

Chicago is centrally located and for this reason might draw a larger attendance from every section but the far east than any other city that might be suggested. The side trip in connection is a water trip to Duluth, very beautiful, restful, reasonable in cost and only takes a limited amount of time. The objection is, and it is raised on every occasion, that many members of the association have already taken the trip. It is not new. The same argument could with equal force be raised against most every city in the United States.

Buffalo is an interesting city, a wide-awake, up-to-date town and one that would be worth visiting even the second time. Coupled with Buffalo was the proposed European trip, which was broached by and which many of the party on the Canadian trip this year, together with the secretary, greatly favored. The trip to Europe can be arranged and at a very reasonable cost. Several itineraries have been submitted. Contemplate a six weeks' trip, four of which are to be devoted to points in England, Germany, France and two or three in other less important countries. It would make a most delightful trip and is entirely new. The main objection seems to be the question of time. In years gone by the association planned a trip to Europe and eight people availed themselves of the opportunity. The general meeting, it was in the time of contracts, was well attended. On the other hand, the Panama trip, one of the longest and most expensive and still one of the best in the history of the association, 134 people in comparison to 80 on this year's trip, participated. Buffalo is to the far east and of late year's the eastern publisher has not been over-zealous in attendance at the meetings. Perhaps an eastern location might stimulate an eastern attendance but that of the west, north and south must also be taken into consideration. A trip to Europe would be an attraction and an advertising drawing card. The question for decision is, would the interest all be in the trip and not in the membership and meeting? Would the city of Buffalo draw outside of the possible 100 people or less going to Europe?

Richmond is one of the beauty spots of the south and the nest of historic interest. As a side trip, the suggestion is Baltimore by water, thence to Washington, New York City and possibly to Philadelphia. It is an ideal combination, but there is the objection, "we have been," and the long distance for the deleagte from the north and west.

The matter is up to the council for decision and it might be well, where possible, to get the opinion of the members of the local association who have been or may be delegates.

Too much stress cannot be given to the value of the school of instruction and cost congress program. It may be well to consider this alone and not entertain a side trip proposotion in 1912. The drawing proclivities of a cost congress is nicely illustrated by the three great meetings held in as many years at Chicago, St. Louis and this year at Denver, Colorado. At each of the meetings there was an attendance of over 600 delegates. They came from every state in the union and so interesting and instructive were the sessions that at each, and there were three a day for four consecutive days, there was an average attendance at each session of over 500 people.

The Denver meeting, and in fact all three, were attended by the writer and the superintendent of the establishment. The fare and expense for the round trip to Denver was approximately $200, and the money so spent was the most profitable ever invested. The cost system was installed in the office three years ago and this year included the daily publication. Its installation in all branches of the business is regarded as the greatest profit-maker in the history of forty years business.

A newspaper publisher or a printer without a cost system is like unto a lone fisherman in a boat out at sea without rudder, sail or paddle to guide the frail craft to safety.

The article, already too long, must be brought to a close. A hope is entertained that the thought advanced will stimulate and result in some practical way for the future good of the association. That members of the council will weigh the suggestions carefully and come to the meeting prepared to give the important matter, that of the upbuild of the organization, the careful consideration the case merits and demands, make it your business.

The thought now entertained, if it meets with approval, is to call the council meeting at Chicago, November 15, 1911.

Charter Members National Press Association.

ALABAMA—Emil Lesser, Birmingham; Wm. H. H. Judson, Bessemer; R. H. Walker, Athens.

ALASKA—Will A. Steel, Cordova.

ARKANSAS—W. W. Folsom, Hope; E. C. Funk, Rogers.

CALIFORNIA.—J. P. Baumgartner, Santa Ana; John M. Stuart, Alamosa; E. P. Clarke, Riverside; H. Bunkers, Gilroy; Oran A. King, Benicia; S. B. Axtell, Lodi; B. V. Ingram, Placerville; H. A. Perkins, Los Angeles; Frank H. Thomas, Los Angeles, M. V. Hartranft, Los Angeles; P. Milliken, Hemet; W. A. Rennie, Venice.

COLORADO—Geo. C. Hosmer, Ft. Morgan; W. C. Calhoun, Denver; G. U. Hardy, Canon City; S. F. Hoag, Pueblo; H. F. Lake, Jr., Gunnison; G. B. Lang, Denver; C. H. Wolfe, Greeley; Carl Anderson, Ft. Collins; C. E. Street, Englewood; S. S. Dow, Wray; Frank Hawkes, Wray.

CONNECTICUT—W. C. Sharp, Seymour; Henry B. Hale, East Hartford; Geo. C. Woodruff, Litchfield.
GEORGIA—Alice P. Ollinger, Atlanta; Kate F. Ollinger, Atlanta. (Deceased.); Harriett R. Ollinger, Atlanta.
IDAHO—Zell Truman, Shoshone.
ILLINOIS—J. B. Castle, Sandwich; A. W. Glessner, Chicago; A. L. Maxwell, Lawrenceville; H. Crihfield, Atlanta; M. H. Spence, Elmwood; C. J. Lumpkin, Carlinville; Caroline A. Huling, Chicago; J. McCann Davis, Springfield; H. D. Hemmens, Elgin; Harris Dante, Monticello; W. L. Black, Elgin; Edwin L. Solfisburg, Aurora; J. M. Sheets, Oblong; L. A. Constantine, Aurora; R. D. Parker, Downer's Grove. Geo. A. Crowden, Ottawa; E. M. Garlick, Hopedale; Eugene L'Hote, Milford; Mrs. Mary Helm, Chicago; Rose L. Colby, Chicago; Jas. A. Wood, Chicago; Mrs. Sarah Bangs Merritt, Lostant; G. W. Hughes, Clinton; Hal. W. Trovillion, Herrin; E. N. Stevens, Paxton; L. C. Heim, Telegram, Marine; Amelia S. Sullivan, Chicago; Albert S. Hall, Elgin; Beatrice C. Stafford, Chicago; Miss Evelyn Colby, Chicago; W. L. Jones, Lebanon; Seth Brown, Chicago; H. J. Clarke, Pontiac; Mrs. O. W. Dean, Chicago; Frank Roderous, Chicago; Addie F. Andre, Chicago; J. M. Page, Jerseyville; E. J. Raymond, DeKalb; F. W. Greenaway.
INDIANA—A. D. Moffett, Elmwood; Will H. Craig, Noblesville; W. W. Aikens, Franklin; Will E. Beeson, Winchester; W. H. Elliott, New Castle; E. T. Staley, Tipton; J. E. Turner, Linton; I. W. Ridge, Indianapolis; H. W. Morley, Angola; Royal E. Purcell, Jr., Vincennes; J. B. Faulkner, Michigan City; G. Y. Fowler, Frankfort; J. P. Simons, Monticello; B. F. McKee, Lebanon; J. H. Heller, Decatur.
IOWA—Orville Elder, Washington; Harvey Ingham, Des Moines; C. M. Junkin, Fairfield; Wm. T. Gilmore, Tipton; C. A. Roberts, Fort Dodge; L. W. Goen, Independence; E. P. Adler, Davenport; E. J. Feuling, New Hampton; G. L. Caswell, Denison; W. F. Hunter, Webster City; J. W. Doxsee, Monticello; W. F. Parrott, Waterloo; Mrs. Matt Parrott, Waterloo; Miss Mildred M. Marquette, Fort Dodge; O. E. Hull, Leon; D. M. Conroy, Mason City; Mrs. L. S. Noble, Cedar Falls; I. W. Brunt, Decorah; H. J. Green, Decorah; J. W. Hinchon, Algona; Mrs. L. W. Goen, Independence; Chas. McLean, Dubuque.
KANSAS—J. Byron Cain, Belle Plaine; Sheridan Ploughe, Hutchinson; J. E. Junkin, Sterling; H. C. Stevens, Topeka; W. T. McElroy, Humboldt; John Redmond, Burlington; W. E. Blackburn, Anthony; J. W. Sowers, Spring Hill; Arthur Capper, Topeka; W. C. Austin, Cottonwood Falls; F. C. Flory, Howard; Frank P. MacLennan, Topeka; O. W. Weaver, Manhattan; W. D. Greason, Peola; Anna Carlson, Lindsborg; G. H. Yust, Sylvia; M. P. Cretcher, Sedgwick; J. K. Cochran, Pratt; John C. Nicholson, Newton; W. M. Glenn, Tribune; C. H. Garten, Nickerson; M. C. Hemenway, Hope.
LOUISIANA—L. E. Bentley, Donaldson.
MAINE—Chester W. Robbins, Old Town.
MARYLAND—Fred G. Usilton, Chestertown..
MASSACHUSETTS—Isaac M. Marshall, Manchester; A. E. Winship, Boston; E. H. Pierce, Revere; Mrs. E.H.Pierce,Revere; Alexander Starbuck, Waltham; Joe Mitchell Chapple, Boston; Chas. C. Doten, Plymouth; Herbert E. Emerson, Winthrop; Henry R. French, Boston; Albert Vittum, Beverly.
MICHIGAN—Wm. B. Hatch, Ypsilanti; L. A. Sherman, Port Huron; E. W. Moore, Benton Harbor; Wm. P. Nisbet, Big Rapids; Edwin O. Wood, Flint; Mrs. J. E. St. John, Lansing; B. F. Browne, Harbor Beach; Mrs. Grace Greenwood Browne, Harbor Beach; Louis A. Weil, Port Huron; E. J. Ottaway, Port Huron; E. M. Thorpe, Lansing; Geo. T. Campbell, Owosso; C. C. Vaughan, St. Johns; Jos. Gresel, Detroit.
MINNESOTA—J. P. Hurley, Albert Lea; Wm. C. Fraser, Stewartville; J. A. Maxwell, Fulda; H. C. Hotaling, Blue Earth; W. R. Hodges, Sleepy Eye; W. C. Warren, Hinckley; Will G. Mack, Plainview; H. C. Miller, St. Peter; G. B. Bjornson, Minnesota; C. Berghius, Clara City; M. J. Dowling, Olivia; F. E. Hadley, Winnebago; E. E. Lane, Sherburn; Emil Leicht, Winona; C. I. Johnson, St. Paul; H. S. Saylor, Buffalo; J. C. Morrison, Morristown; John E. Casey, Jordan; Sallie M. Moses, Minneapolis; P. V. Collins, Minneapolis.
MISSISSIPPI—R. H. Henry, Jackson; Mrs. M. L. Turnage, Belzoni; James Faulk, Leakesville; Mrs. James Faulk, Leakesville; F. P. Cashman, Vicksburg.
MISSOURI—E. L. Purcell, Fredericktown; Ovid Bell, Fulton; Wes L. Robertson, Gallatin; Omar D. Gray, Sturgeon; J. S. Brenneman, Sedalia; John G. Miller, Marshall; E. P. Caruthers, Kennett; J. West Goodwin, Sedalia; W. C. Van Cleve, Maryville; Roscoe Pool, Centralia; H. S. Sturgis, Neosho; John W. Jacks, Montgomery; E. N. Meador, Cassville.
NEBRASKA—J. G. Jesup, Clay Center; Frank O. Edgecombe, Geneva; C. E. Nevin, Laurel; W. G. Purcell, Broken Bow.
NEW YORK—Chas. C. Overton, Brooklyn; John Clyde Oswald, New York City; Ed. L. Adams, Marathon; C. G. Clarke, Perry; A. O. Bunnell, Dansville; Edwin P. Gardner, Canandaigua; Geo. E. Marcellus, Le Roy; W. H. Greenhow, Hornell; Luke McHenry, Chittenango. (Deceased).
NORTH CAROLINA—Josephus Daniels, Raleigh; W. C. Hammer, Asheboro; B. L. St. Clair, Sanford; W. B. Harker, Maxton; J. J. Fariss, High Point; H. C. Martin, Lenoir.
OHIO—Felix J. Koch, Cincinnati; H. G. Williams, Athens; I. N. Heminger, Findlay; J. H. Simms, East Liverpool; W. M. Miller, Portsmouth; J. T. Bourke, Cleveland.
OKLAHOHA—Maude O. Thomas, Beaver; Mattie Hamilton Flick, Oklahoma City; H. M. Tilton, Anadarko.
PENNSYLVANIA—Harry Slep, Altoona; F. S. Phelps, Erie; James Edward Leslie, Pittsburg; Harry A. Thompson, Tyrone; Dietrick Lamade, Williamsport; A. Nevin Pomeroy, Chambersburg; H. H. Wray, Leechburg; Geo. W. Waggonseller, Middleburg.
RHODE ISLAND—E. A. Noyes, East Greenwich; Walter B. Frost, Providence.
SOUTH DAKOTA—R. E. Dowdell, Artesian; Geo. C. Schlosser, Sioux Falls; Mrs. L. R. Eastwood, Watertown. (31 additional members, names not ast yet sent in.)
TENNESSEE—E. C. Perry, Columbia; Lynch Perry, Columbia; John C. Rogers, Dyersburg.
TEXAS—W. A. Bowen, Arlington.
UTAH—I. E. Diehl, Mammoth; S. L. Raddon, Park City; Mrs. S. B. Felt, Salt Lake City; Miss Mary Anderson, Salt Lake City.
WASHINGTON—Orno Strong, Tacoma.
VIRGINIA—W. G. O'Brien, Tazewell.
WEST VIRGINIA—A. B. White, Parkersburg.
WISCONSIN—Adolph Candrian, LaCrosse; J. H. Waggoner, Eau Claire.
LEAGUE OF AMERICAN PEN WOMEN—Mrs. Anna S. Hamilton, Washington, D. C.

EARTH IS ENOUGH

The Message of Edwin Markham, Author of "The Man with the Hoe," to the First National Conference on Civic and Social Center Development.

This poem was written especially for the Social Center Conference and was delivered before that body on October 27th:

We men of Earth have here the stuff
Of Paradise—we have enough!
We need no other thing to build
The stairs into the Unfulfilled—
No other ivory for the doors—
No other marble for the floors—
No other cedar for the beam
And dome of man's immortal dream.

Here on the paths of every day—
Here on the common human way
Is all the busy gods would take
To build a Heaven, to mould and make
New Edens. Ours the stuff sublime
To build Eternity in time!

(Delivered at the University of Wisconsin, October 27. 1911.)

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Department to Harry M. Basford, 237 Temple Court, Denver, Colo.

WHILE it is the aim of this department to assist both printers and publishers in securing more business, this particular article of the series is intended for the newspaper publishers, because the season of the year offers an especially good opportunity for them to increase their patronage and profits and there are so many ways which the publisher can utilize in developing his business when they are once pointed out to him.

December ought to be the banner month of the year for every paper and the publisher who makes the effort will find the task of doubling and even trebling his advertising patronage not so hard as he perhaps imagined it would be.

Right now is the time when every newspaper publisher should make his preparations for the holiday season. Between now and Christmas more money will be spent with the merchants of the country than in any other six months of the year. And because merchants know that money is spent more freely at the holiday season than any other, they begin to think of advertising whether they advertise the balance of the year or not. Many merchants in the smaller towns never advertise at any other time than the month of December. It is not my purpose in this article to show publishers how they can make these merchants continue their advertising all the year round but simply to suggest a few means by which the papers can profit as largely as possible from the favorable season of the year when advertising can be secured more easily than at any other time.

Many years ago when I was publishing a small daily and weekly in a town of 10,000 people I used to make a special effort to secure this holiday advertising and year after year I would increase the size of the daily edition from a four-page folio to an eight-page paper from three to six weeks before Christmas. To secure this business, I would engage a high-priced competent solicitor from some nearby city and work the field thoroughly with excellent results. This plan can be profitably followed this year by publishers and undoubtedly with beneficial results. A good advertising solicitor will secure contracts from people that the publisher himself, could never get, and an energetic, experienced advertising salesman will make money for a paper at this season of the year if at no other time. In choosing a solicitor, appearances are often deceptive, also and in selecting a man to assist you in boosting the sale of holiday advertising space, there are just two things I would suggest as absolutely essential. They are absolute honesty and integrity and ability to sell space. One of the best ad salesmen I ever saw had only one leg and was anything but prepossessing in appearance. As to the comparative merits of a salary or commission form of payment, circumstances should dictate which is best. If

a salary is paid it should be proportionate to the amount of space that can be sold, anyway, so that it really amounts to a commission basis.

In going after this Christmas advertising it is not usually necessary to cut the price; rather, better prices can be secured in December than at any other time and as many of the contracts will be for a short time, good prices can be realized.

Some arguments or inducements must be offered, however, to meet the competition of the other local papers, for what publisher is there in a town of 1,500 people or more in this country who has not a competing paper of some kind. And right here is where the general publicity which every paper should run all the year round comes in. If a paper is continually boosting the home town and the merits of its own space it is comparatively easy to secure the bulk of the holiday advertising of the locality against the competition of the paper who only makes a spasmodic effort for business at this particular season. There are inducements that can be offered in the way of position, write-ups, etc., which will be effective and will cost the publisher little or nothing.

For the occasional advertiser nothing perhaps appeals more to the merchant than to offer him the use of some good holiday cuts to illustrate his ads. The publisher can secure these cuts at small cost and by selecting decorative headings that will apply to any line of business he can make a few cuts do valiant service by using them over and over for different advertisers. I know of no investment of $5 or $10 that will bring better returns right now than a good series of headings and cuts suitable for Christmas advertising.

To illustrate just what kind of cuts are suited to this purpose we are reproducing a number

of them in this article, all of which can be secured by addressing the editor of this department. (See display ad in this issue.) These cuts can be secured in various sizes, one, two or three column wide, and are the same kind of decorative headings and cuts as are used by the large stores of the bigger cities. These large stores, of course, buy their own cuts or have their own corps of artists who make these drawings for them; but the same results can be secured by the merchants of the smaller towns and the publisher who puts the cuts within the reach of his clientele of advertisers will profit largely through his enterprise and will make money on the small investment required.

The Deutsch-Amerikan Farmer, published at Lincoln, Neb., recently published a blotter that embodies an idea to every publisher. It is in referring to some disinterested party to back up their statements and the idea may be carried out in numerous ways that will prove successful and profitable. This paper is a German farming publication and the blotter referred to has the following copy in connection with a halftone cut of a banker at his desk:—

Go Ask Him—Your Banker!

Tell him you want some information about the German farmers of the Middle West. He will tell you that they are a careful, frugal, thrifty class. That they make

up a big percentage of the depositors in the banks. That in a large majority of cases they own their own farms. That they are the very best customers in the world when once they are persuaded as to the value of an article of merchandise and its use to them.

There is but one medium that thoroughly covers this great and prosperous field—these wealthy German farmers of the Middle West. That medium is the

Deutsch-Amerikan Farmer, Lincoln, Neb.

Holding the position of leader in the German Farm Field for many years, the Deutsch-Amerikan Farmer now occupies a distinctive position in agricultural advertising. It commands the patronage of many of the largest national advertisers, who are enthusiastic over the returns received.

The rate, which is but 35 cents per line, is exceptionally low considering the wealthy class of buyers to be reached. If you want the trade of the prosperous German farmers of the Middle West, let the Deutsch-Amerikn Farmer get it for you.

This is followed by a statement of rates and circulation.

I noticed a very plausible argument for advertising in the home town paper recently in a country weekly and it illustrates the line of advertising which every paper should follow up to keep its columns filled at all seasons of the year. Many merchants in every city and town are only periodical advertisers and these must be constantly appealed to so that when they do want to do a little advertising they will instinctively think of the paper which makes a bid for their publicity every week in the year. Following is the text of this ad which was run as straight reading matter in the editorial columns:—

No business man in town should allow any newspaper published in his town to go out without his name and business mentioned somewhere in its columns. This applies to all dry goods, grocery, furniture dealers, professional men, and in fact, all classes of business men. This does not mean that you should have a whole or even a quarter of a page ad in every issue of the paper, but your name and business should be mentioned, even if you do not use more than two lines of space. A stranger picking up a paper should be able to tell what business is represented in a town by looking at the business mentioned in the paper. The man who does not advertise his business does an injustice to himself and his town.

Here is another good appeal for the paper publishing it, because it brings out some good reasons for placing the merchant's advertising in the paper. This was run in a single column, 5 inch space, with display space:

OUR ADVERTISING COLUMNS

Are read by the people because it gives them news of absorbing interest. People no longer go looking for things they want—they go to their newspaper for information as to where such things may be found. This method saves time and trouble. If you want to bring your wares to the attention of this community, our advertising columns

SHOULD CONTAIN YOUR AD.

While every paper derives some business and profit from the large general advertisers of the country, the publisher should remember that it is his local patronage that makes up the large part of his total business and a constant plea should be made in his columns on the value of the "Home Paper." The Index, published at Greenwood, S. C., realizes the importance of this and the following taken from a four-page circular issued by that paper is a good illustration of the kind of copy that will produce results if consistently followed out during the year:—

The "Home Paper."

The home paper has become so essential a part of the reading of every well-informed family, that there are few people nowadays who sacrifice their own local newspaper in order to get a metropolitan sheet. A great many families feel both to be necessary, but if one has to choose, there are today few who would pick the distant journal in preference to the one close to their more intimate interests. After all, the average citizen is far more concerned about the affairs of his own home city than about the affairs of the world. No matter how much he may read about Congress, about foreign affairs, about general politics, if he fails to know what his own home government is going to do about his taxes, if he fails to know what kind of schools and streets are being provided for him, if he is ignorant of the activities of the societies and churches conducted close by him, he is a pretty poor sort of citizen. To the housewife, the home paper is absolutely essential, because it conveys the most important business news, the offerings of the home merchants.

The Index is a Home Paper—See the Point.

A "Home-Coming" Number

THE third annual "Home Coming" Edition of the Sandwich, Ill., *Argus*, edited by Hon. J. B. Castle, is one of the papers, the mention of which—on account of other pressing, transient matter as to conventions—has been delayed until now. However, a good home-coming issue of a paper is not less interesting to newspaper-makers in November than in August. It is something that has to be prepared for in advance and it is none too early now to commence looking forward to such issues for 1912. We like home-coming editions of newspapers. They are entertaining, educative, humanizing and inspiring and, properly handled, are profitable to both publishers and readers. They serve to recall the best memories of the past of the old home life; to renew friendships and to keep the old town and the home people informed of and in touch with the worthy sons and daughters, who have gone out into the great world to live their lives and do their work.

This "Home Coming" edition of the *Argus*, issued July 28th is typographically beautiful, and gladdens our eyes while looking through its bright, clean, well printed pages, and brings no less joy because it is three months old. A bright, breezy, descriptive article, finely illustrated with half-tones, tells of the town as it is to day and must have proved of deep interest to all the old residents. But the leading feature is that of the "Letters from Afar," made up of communications from former residents, writing especially for this number. These letters are not only interesting to home people, in telling of the whereabouts and doings of the old residents and recalling the old memories, but by reasons of glimpses of the work that they are now doing, and of the different new places where they live.

Here is a letter from a former Sandwich boy, who writes of his work at De Pauw University, Greencastle, Indiana:

As for myself, for the past six years I have been a member of the DePauw University, one of the larger schools of the Methodist denomination enrolling about eleven hundred students. I was engaged first to organize a Department of Education in the College of Liberal Arts and to superintend the Academy, but the development of the Department work and the growth of lecture work in the field made it necessary for me to resign the principalship of the Academy two years ago at which time I was elected professor of Education and Psychology. The work here has grown in an encouraging way. From a class of eight, for whom the Department was organized, we have grown to a registration of about four hundred, requiring an addition of both lecturers and office men to carry on the work. With the enlargement of the Department force my own interest has centered largely in Psychology with a special field in the problems of adolescence.

We are always glad to recall earlier days in Sandwich. No other place will ever seem quite so much so a home as Sandwich, Illinois.

Another, employed in the U. S. Agricultural Department, writing from Kensington, Md., says:

As wife and I look back, from out of our home, near Washington, over the forty busy years, since good old Rev. Dr. Card married us in Sandwich, we do not feel that we have had more than our shares of troubles.

If when the now older people of Sandwich were having plenty of good-natured fun at my expense, some seer had told me where we would stand today, I would have heavily discounted his predictions. The world both in America and out of it, has indeed, been kind to me.

Officially, my Division has within the last few years grown from a single assistant to a corps of over twenty university-trained investigators, most of them men tried out by additional years of service. There are few States which our investigations do not cover, and, twice, Congress has made special appropriations providing funds to enable me to carry on my work. Just now we are in the midst of a piece of international work of involving the collecting of great numbers of tiny insects in Italy and Russia, bringing them in cold storage to Utah and colonizing them in the fields to overcome the ravages of another insect that is destroying the alfalfa about Salt Lake, with the prospect that, if not checked, it will put many an alfalfa grower, in Utah and elsewhere, out of business.

Then follows a chatty letter from Santa Ana, Cal., telling of its beauties, institutions and climate and of the former Sandwich people, visitors or residents there, or in nearby cities and villages. So the letters run on by the score, reminiscent, gossipy, descriptive of new phases, new homes and new States.

Are not such letters worth while? Could not every home paper well issue a "Home Coming"—through the mails—editions each year?

A Newspaper Man Receives a Deserved Degree—"Doctor of Humane Letters"

We have read, with a good deal of interest, the following that appeared in the very creditable school paper, the Miami Student, October 19th, and republish the same, that the readers of the NATIONAL PRINTER-JOURNALIST may be sharers in the pleasure afforded:

At the inauguration of Dr. Benton, the Trustees and Faculty of the University of Vermont conferred the Honorary degree of L. H. D. on Mr. Wallace Lawrence Tobey, Vice-President of the Board of Trustees of Miami University. It was a deserved honor and in Conferring the degree President Benton, said:

"Upon you, Walter Lawrence Tobey, collegian, journalist, clean politician, driver of business, and unselfish friend, for your recognized ability as an editorial writer, for your high standing among newspaper men in your own State, for your unusual success as a young college man in the world of business, for your fearless advocacy of all that is pure and good in civic life and for your inestimable service to the Board of Trustees of the oldest and most historic institution of higher learning in the Central West, with the approval of the Senate and the Corporation of the University of Vermont and State Agricultural College, and by virtue of the authority vested in me by the State of Vermont, I confer the Degree of Doctor of Humane Letters, honoris causa; in testimony whereof you are invested with the appropriate hood of your academic rank and presented with this diploma. May you long abide in your big-heartedness, your broad sympathies and your ceaseless activity for good against the coming of the shadows mortal eyes cannot now discern."

To our of thinking, the degree of "Doctor of *Humane* Letters" is very appropriate for the right kind of a newspaper man. The Miami *Student* was established in 1826 and does honor to the old University, by whose students it is conducted.

What the Newspapers Can't Do

Address of Livy S. Richard, Editor of the Boston Common, at the University of Wisconsin, before the First National Conference of Social Center Development, October 27, 1911.

WHENEVER you undertake a service for democracy you are confronted with the problem of how to get the facts to the people. To be sure, certain large facts cannot be hid. A President or Governor, with something vital to say, gets not only a hearing but full reporting. But in every unit of government there are hosts of small facts, usually not in themselves sensational, often not well calculated to supply flaring headlines, or inspire striking cartoons, but singly significant and collectively important, and it is upon the steady canvassing of these facts for the formation of an intelligent public opinion that good government in a democracy largely depends. The things that are looked to, to save the American people from the horrors of a French Revolution, when they undertake seriously to strike down the thievery of privilege and put into effect the square deal, are three institutions in respect to which our democracy is supposed to be at an advantage over the democracies of earlier times—the free press and school and manhood suffrage. But the free press is not free; the public school is not put to its largest usefulness and in some communities is in danger of the same halter which has hobbled the press; and in consequence manhood suffrage works without the full benefit of its best safeguards.

These, you may say, are generalities. Then let me become specific.

Fremont Older, Managing Editor of the San Francisco Bulletin, is my authority for the assertion that when he and Spreckles and Heney were trying to rid their city of the regime of the grafters, they were applauded most enthusiastically in the organs of public opinion, while they aimed their disclosures at the slimy small fry thieves who pillaged prostitutes and padded public payrolls; but when they went for the rascals higher up, they were accused of hurting business, defaming the fair name of their city, venting business jealousy, and Herrin's' railway ring, so Mr. Older alleges, spent $1,000,000 to suborn the press into printing a series of slanders designed to poison the public mind and confuse the real issue.

When Charles E. Hughes muckraked the insurance grafters it was not until he had uncovered the arrangement by which telegraphic misinformation was being published as news but paid for as advertising at a dollar a line, that he forced a true reporting of facts; and though he broke up the poisoning of publicity in that one detail we know that it persists in other directions.

In the city of Boston there was once a big fight over gas and a public hearing in which a powerful argument for the people was made by that fine citizen and useful public servant, Louis D. Brandeis, who has authorized me to express to you his keen regret at his inability to be with us and his sympathy with what this conference represents. This argument of Mr. Brandeis contributed to a settlement of a public utility problem on a basis of profit sharing between monopoly and consumers which has been held up as a model ever since. But next day the leading Boston daily—that is, the one which leads in commercial profit—printed an eight-column report of the gas company's defense, for which it received munificent pay, while to Mr. Brandeis' argument for the people two sticks were allotted. This incident is typical of the attitude of the Boston press with rare exceptions, and I could weary you with a voluminous bill of further particulars.

While I was in Rochester, N. Y., a fire insurance inquiry, under Governor Hughes, uncovered the fact that George W. Aldridge, Rochester's political proprietor, had received and deposited to his personal account, though he afterward said it was for his political committee, a $1,000 slush fund check in consideration for voting his legislative delegation as the underwriters desired. It was important news, because Aldridge, as the Rochester newspapers all knew, was about to offer himself for Congress. It was printed very conspicuously next morning in all the New York City papers but in Rochester only one paper noticed it at all—and then in a modest little item under one line caption carefully obscured on an inside page. Not until Aldridge could frame up his unconvincing defense did the other papers refer to it, and then they bravely featured the defense and mentioned the fact itself so gingerly that it was days before the voters discovered what it all meant. When they did finally sense its significance, they converted a 10,000 Republican plurality of the year before into a 5,000 plurality the other way, though with curious lack of logic they have left Mr. Aldridge's proprietorship of politics otherwise undisturbed and, to cap the climax, Aldridge is now reaching for control of the School Board, heretofore a non-partisan body, so that the discussion of such matters in Rochester's social centers may be closed up.

I may say, in passing, that on some of the Rochester papers Aldridge exerted the direct pressure of heavy political advertising patronage; to some of the political reporters and editors he gave political offices, one paper his commercial allies held in a bond holding grip, and there is not today a paper in the city which can be relied upon continuously to print the truth about the government that Aldridge's bi-partisan organization of politics for commercial purposes provides. Yet Rochester is a community of otherwise intelligent American citizens, whose desire to do right is as great as that of any community anywhere, and Rochester, I believe, has many counterparts.

Another instance, on a larger scale: Recently we had a campaign over reciprocity with Canada. The newspapers wanted free wood pulp and free print paper, and they got them, though every other interest, including that of American agriculture, went by the board. The head of the American Newspaper Publisher's Association sent word to every important American newspaper publisher urging that reciprocity agreement be "played up" in Washington correspondence, and it was played up, while every protest, every argument, every Senator against that curious proposal was played down, and to this day the bulk of American people have had only onesided understanding of this subject and are still wondering why Canada kicked it over.

Now this indictment of the newspapers for the sale of their independence to business interests, which I could prolong indefinitely, is not a pleasant duty and I mention it at all only because I believe that, until the American people realize that it is inevitable so long as newspaper readers let big advertisers carry three-fourths of the burden of supporting the newspapers, while they themselves carry only one-fourth, there is no better assurance of honest public information on public questions, than

(Concluded on page 794)

BUSINESS AND OTHER NOTES

THE DUPLEX TUBULAR-PLATE PRESS.

De Montfort Press, Leicester, England,
October 17, 1911.

National Printer-Journalist, 4618 West Ravenswood Park, Chicago, U. S. A.

Dear Sirs:—If the accompanying notes interest you in any way, you are very welcome to make use of them.

They refer chiefly to a new departure, at least on this side, in newspaper presses.

In many ways the British printing industries are actively engaged in adapting themselves to modern requirements.

Yours faithfully,
H. WHELLON.

A demonstration of their new Tubular Plate Press was made at the works of Linotype Machinery Co., Ltd., Broadheath, on October 10th last before a party of experts, newspaper owners, and trade journalists, every facility being given for exhaustive enquiry. As demonstrated by the press exhibited—a duplex tubular plate plate press made for the Johannesburg Star Office, the famous makers of the Linotype, the Miehle, the Centurette, the L. & M. Litho. rotary and the Autoplate, are opening up new ground, and boldly entering upon the supply of machines for newspaper printing.

Examination of the tubular plate press shows that a new principle has been adopted, i. e., that of utilizing the full plate capacity of the cylinders instead of, as heretofore the case, drawing upon one-half only.

In brief the productive capacity of the new style of press is, plate for plate, just double that of the usual rotary press principle.

To follow this out, the ordinary rotary producing a 12-page paper requires 24-plates to dress the cylinders. Equipped with the same number of plates on its cylinders the tubular press in the same time turns out exactly double the quantity. This is because on the tubular the whole of the 24 plates are in contact with the paper all the time, but in the ordinary press only 12 of the plates are printed at one time.

The term "tubular" suitably describes the tubular or cylindrical plates used for printing from, as compared with the semi-circular usually utilized and familiar to all newspaper offices.

Simplicity of design marks the new machine. The machine described is built in "decks," each part being readily accessible from either side. The plates are fitted on a smooth cylinder the narrow opening between the sides of the plate being occupied with catches operating automatically as the plate is pushed on or off the plate cylinder. It is something new to see a smooth backed plate, these being usually grooved to fit corresponding attachments on the cylinder. Thus after plates are cast they are placed on a boring machine which suitably planes the inside in order to fit accurately on the smooth surface of the cylinder which is to hold it.

In regard to speed, the press possesses important advantages. All parts run at full speed—there is no collecting and no associating, there are no tapes whatever—the running speed is at the rate of 25,000 copies per hour of 4, 6, 8, 10, 12, 14, 16, 18, 20, 22 and 24 page papers—from a single set of plates.

The press occupies comparatively small space, too, the duplex 6-reel machine shown in operation taking only some 30 x 8 ft. floor area.

As a testimony to the excellence of the workmanship of the Broadheath works, the machine in question was run at full speed before a most critical audience within a few hours of the parts being assembled. There was perfect unaniminity of opinion in respect to the eminently satisfactory work of the engineers.

The design also, it may be noted, permits of unusual advantages in being able to print any even number of pages up to its maximum, at full speed. Furthermore as a 20--page press it can print 14 or 18 pages.

The Tubular Plate Press thus shown in operation is the second of its class one being already in successful working. Others are on order, the pronounced advantage of the design having already secured the approval of newspaper owners.

The magnficent works of the Company form a model of their class and in this age of highly organized engineering establishments and specialization, this is much to say. Over 1,500 work-people are employed, the works covering an area 650 x 250 ft. The main "shop" alone is six times as large as Westminster Hall. Each and every part of the works is laid out scientifically with an array of machine tools—all working to a degree of exactitude only to be described by ten thousandths of an inch—and a multiplicity of original and ingenious mechanical aids unsurpassed anywhere. All these of course contribute to the perfection in manufacture which is the secret of success in modern engineering.

Much interest has been aroused amongst printers of magazines and of illustrated newspapers by the successful working of a new machine equipment at the office of the famous Illustrated London News, London. Whilst the press-rooms include various well-known British machines the greater part of the I. L. N. is run off on a battery of no less than six Cottrell rotary sheet-feed presses. Each is equipped with a Cross Automatic Feeder, is driven by a separate motor and has an automatic delivery which mechanically places sheets on a trolley ready for removal. The Cottrell Presses are the first of their class to be seen in a British printing office, that take cut sheets but print from cylindrical plates and are speeded at 3,000 per hour. Varying sizes of sheets up to a maximum of 64 x 44 in. can be taken.

The selection of these machines was entrusted to the progressive manager of the mechanical departments, Mr. E. H. Rudd. Americans may be interested to know this because Mr. Rudd obtained his experience in the States and although still a young man has a great reputation for mechanical knowledge asd progressive effort in British circles.

"SUGGESTIONS TO LINOTYPE MACHINISTS."

The Mergenthaler Linotype Company have just issued an enlarged and revised edition of a booklet under the above caption.

Changes and improvements on the Linotype have been frequent during the past and will probably continue so for a good many years to come. For this reason operators and machinists should keep themselves as fully informed as possible on all matters pertaining to the machine under their care.

This pamphlet is intended as a general guide for all Linotype users. While most Linotype operators and machinists are already familiar with much of the information it contains, it will nevertheless serve them well for ready reference on minor points which may have escaped their memory. Sections relating to the care of the machine, adjustments, oil holes, will bear frequent re-reading.

The "Suggestions" will be revised from time to time, and incorporated therein will be all new features relating to the Linotype up to the date of issue. In this way the Linotype Company will keep their customers advised of all late improvements and attachments and their uses.

A full and complete index is to be found on the last pages of the book.

While a nominal price of twenty-five cents had been placed on these books they have and will be sent without charge to all Linotype users.

"The Mergenthaler Linotype."

Another booklet, under the foregoing caption, also reaches our desk this month. It is devoted wholly to specimens of Linotype Composition and serves to show the variety of Linotype faces already completed and also the wide scope of work and the numerous styles and classes of commercial composition to which this machine is adapted. The booklet is a work of art in itself and will prove helpful by way of example and suggestion, and its careful examination will convince any opeartor that there is noting in the lines of plain or ornamental book, directory, annotated or figure work that is not possible of neat and entire satisfactory composition on the Linotype. Especially interesting are the tabular and mathematical, directory and specification pages. The German, Greek and Hebrew pages show extremely handsome texts and indicate that neither the classic nor modern languages have been neglected in the wide fields of service of the Linotype. In the line of what is denominated job printing, there are shown some very effective and handsome specimens of invitations, announcements, programs, letterheads, tickets, cards and menus. There are also some very handsome advertisements shown.

GLOBE SCALE APPRECIATED

Another Inch-and-Type Scale Results

711 S. Dearborn St., Chicago, Sept. 29, 1911.

National Printer-Journalist, Chicago.

Gentlemen:—We presume you will be interested in knowing that our Scale for computing the ems of type in a page, which you so kindly illustrated in your September issue, seems to be thoroughly appreciated by the printing craft.

We have had requests for the Scale from every State, Canada and England, and for prices for quantities and electrotypes. The calls to date have almost exhausted the first 10,000 printed.

One appreciative person writes: "There are all sorts of gauges on the market, but your Scale is surely in a class by itself," and many other letters are nearly as complimentary.

On the belief that "One good turn deserves another," we are preparing another Scale, as per print herewith, that will tell at a glance the number of inches in a page and the amount of type of any size in the page, without the use of a pencil, and with absolute accuracy.

Yours truly,

GLOBE ENGRAVING & ELECTRO. CO.,

Geo. H. Benedict.

"THE AUTOPRESS NEWS."

We have often found much to admire in the "'Autopress News," that sprightly publication issued by the Autopress Company, 299 Broadway, New York, to assist in spreading the fame of their wonderful automatic cylinder job-press.

The current issue appears in a greatly enlarged form. The number before us contains many special technical articles of surpassing interest to job printers, and the publishers are to be complimented on the cornucopia of instructive things which they have assembled in the one number. They bear the ear-marks of wide knowledge and a lifetime of experience.

Our editor has been requested to inform all printers that a copy of the "Autopress News" will be sent to any address, postpaid, upon application. Send for a copy. It will interest you.

A CONTEST IN NEWSPAPER FRONT PAGES

Is Announced with Complete Rules and List of Awards in the November Number of The American Printer.

Every printer connected with a newspaper and every publisher of small or large cities will be interested in this competition. Then, there is also a new series of articles on Bookbinding, an illustrated article on the new Princeton University Press, Theodore L. DeVinne has an article on Cheap Books; a half dozen job designs are reset and shown in color, the pressman is told valuable points, there is a list of equipment needed for starting a small engraving shop, a number of new queer things in printerdom have been discovered, several handsome color inserts are shown, illustrated reports of several cost congresses are given, there is more practical stuff about the offset process,—and much more than there is room to tell about here. The November is out November 1.

The American Printer
with which is incorporated The International Printer
Oswald Publishing Company
25 City Hall Place New York

If you are not a subscriber, send 20 cents for a sample copy or two dollars for a year's subscription. OSWALD PUBLISHING CO., 25 City Hall Place, New York City.

No low-priced press ever put on the market has so thoroughly demonstrated that practically all of the essentials found in high-priced presses, that is, presses ranging from $1,000 up to $2,000 and $2,500 could be arranged in a press selling at the low figure at which the 6-column folio Improved National is offered. This press is new in every detail. Is not made over from other presses, but is a strict design of its own. Is made of first-class material, put together in a thoroughly mechanical manner and made to endure the purposes for which it is intended, that of newspaper and job-work, for years. These presses are in use now from Florida to Oregon, more of them being sold than any two other presses offered at anywhere near the price. Samples of half-tone job-work and of newspapers published from this press, will be gladly sent upon application to the manufacturers, Murray Machinery Company, Kansas City, Mo.

Barnhart Brothers & Spindler have just furnished a large complete outfit to Fiske, Busse & Cole of Cheyenne. The outfit includes a Babcock Optimus Press, Linotype and a general line of material, costing in all over $10,000. The same house equipped a fine new newspaper plant for L. W. Krake of Waupaca, Wisconsin; they report a large increase in the sales of Babcock Presses, both drum and two-revolution style, and a big foreign business.

Guy E. Newark, who has for many years been in the employ of Barnhart Brothers & Spindler, will represent that firm in Ohio in the future. Mr. Newark has for several years been manager of the Barnhart Type Foundry's New York office and is a thoroughly informed printers' supply man.

ILLUSTRATED STATIONERY CATALOGUE.

The J. W. Butler Paper Company, of Chicago, have issued a valuable stationery catalogue, especially useful and convenient at this approaching holiday season of the year. In it there is found assembled between the two covers, conveniently indexed, the most comprehensive and expertly chosen line of stationery goods, properly described, with profuse illustrations, obtainable anywhere. A reproduction of the first cover page is reproduced herewith. It is handsome typographically, and convenient and tasty in arrangement. The prices of the goods are given

subject to regular stationery discount to printers. The great variety offered enables buyers to concentrate their orders or business, and secure the advantage of one account, one freight bill, etc.

Attention is called to the large line of sample books issued by the Butler Paper Co. and all goods are classified. The list price gives printers a fair margin of profit, though, in many cases, on account of the high character of goods, a higher retail price would be justified. An interesting page tells the company's plan of revision and handling of stock. Any enumeration here would be impossible, but the catalog can be had on application to J. W. Butler Co., Chicago.

Continuous Advertising Pays

THE ONLY WAY a merchant or manufacturer can get the fullest benefit from his advertising IS TO KEEP AT IT ALL OF THE TIME.

People are too busy in these days to go out of their way to buy any article—IT MUST BE MADE EASY FOR THEM—and when they get ready to respond to advertising it must be before them in the publications they read, or they buy something else.

Occasional advertising does not pay. It is the DAY-AFTER-DAY and WEEK-AFTER-WEEK REITERATION that impresses an advertised product on the minds of the people, and brings results.

KEEP CONSTANTLY AT IT, Mr. Advertiser, and you will build a STEADY, CONSISTENT BUSINESS. —William C. Freeman, in Chicago Evening Post.

What the Newspapers Can't Do

(Concluded from page 791)

through the revival in our school houses and other public forums of free and fearless discussion.

Situated as they are with readers not supporting them and with advertisers claiming preferential consideration, the newspapers, with rare exceptions, do not try to lead or to educate public opinion, except within conventionally safe lines; and I think that without a radical reconstruction of their lines of policy and a great campaign of education among readers, they cannot do so. I do not wish to belittle the great service they render even under present limitations. Almost any publisher will give generously of space in his columns to the promotion of worthy public undertakings, not bringing him into a mortal combat with business interests; and some bravely take risks even of the latter, notwithstanding that considerations of profit all point the other way. The specifications of default in public duty which I have offered and the criticisms which they suggest charge back, in the last analysis, to the negligence or indifference of public opinion; to your indifference and mine. So as we pay only a penny a day for our news and thus acquiesce in the arrangement which forces the publisher to live by the advertiser's favor; so long as we take no concerted steps to show that we are displeased with newspapers notoriously subsidized or with biased news reporting, there will be no great improvement in newspaper service of the people.

The only possible remedy under existing commercial standing is for the reader to pay what it costs to make a free newspaper—and that, of course, means at least for a time, restricted circulations and again the need of popular forums where information can be filtered and interchanged.

There are certain interesting experiments in the direction of newspaper reform which are worthy of a word. I, for example, represent a weekly publication established by more than six-score men and women of New England who subscribed capital on the basis of one vote each in the affairs of the company regardless of the amount of stock held and who set as their standard "absolute freedom from partisanship, sectarianism, prejudice and the control and muzzling of influence." This is a high standard and I shouldn't want you to think that we are perfect in attaining it; but as ability and vision permit we have stood for public interests and are slowly winning a measure of public support.

Then in the city of Chicago there has recently been started by the capital of a non-resident publisher of experience, on a confessedly test basis, a small daily paper pledged to print vital news bravely and carrying no advertising whatsoever. Under the plan as formed, this enterprise must, within a designated time, win its way to commercial profit-making or be discontinued. I am not sure that I place as much emphasis as Mr. E. W. Scripps does on the importance of an honest newspaper making money profit. Honesty is not always the most profitable policy, and there are profits not shown on the trial balance. However, a way must be found to make public service publications self-sustaining and as we have each approached the subject of this conference from a special angle, I welcome the education of democracy that comes through free civic discussion in public places as a wholesome stimulant toward newspapers that can and will do larger and braver public service. The newspaper derives its constitutional freedom to print on the implied contract of printing true information of public value. It must be held to its obligation.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

IF YOUR PAPER NEEDS BUILDING UP WE OUGHT TO GET TOGETHER.

In the past 18 months I have managed a paper in a city of 225,000 in the Middle West. Its circulation has grown by 200 per cent and its advertising by 150 per cent.

In the seven years before that I was one of the chief figures—not the sole figure, but one of three—in building up three other papers.

I want now to put this experience to work so that I will get something out of it. And what I want to get out of it is an interest in the paper I help to build. It will be my life job.

If you have a paper and we need each other, please write J. J. A., care the Chas. H. Fuller Company, Chicago

LINOTYPES FOR SALE—Three Model 1 Linotypes Address Richmond Press, Inc., Governor & Ross Streets, Richmond, Va.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

A NEW PROCESS FOR ENAMELING, GLAZING AND PRESERVING—Manufactures of Art Print, Photographs, Hand Color Work, Calendars, Cards, Leather Goods, Novelties, Fancy Boxes, Post Cards, Posters, Notices, Signs and allied lines can now arrange for this modern, improved method on a reasonable Royalty Basis. Greatly augments the value of everything where applied, producing new goods in a new, attractive way at very low cost. Address, "Diax," care the National Printer-Journalist, Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

$5,011 returned owner in recent fiscal year by central west daily. Can be bought for $33,000. About $18,000 cash required. Three linotypes, Duplex and two other presses, six motors, four typewriters, etc.

Proposition B.P.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

ANYBODY can make good cuts with my simple zinc etching process. Specimens and particulars for stamp. Process $1.00. DAY, WINDFALL, INDIANA.

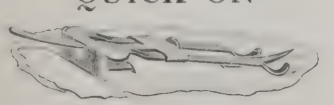
SPECIAL BARGAINS—WE ARE MAKING ROOM for additional stock and therefore giving discounts of from 10 to 25 per cent for cash on all rebuilt machinery. If you are planning to buy now, or in the near future, write or call on us at once. Machinery can be seen in operation. We have the largest stock of second-hand and rebuilt machinery in Chicago. Established 35 years. WANNER MACHINERY COMPANY, 215 W. Congress St., near Fifth Avenue, Chicago, Ill.

MODEL 2 LINOTYPE FOR SALE—Complete with 2 magazines containing 10 and 11 point matrices. Walker, Evans & Cogswell, 5 Broad St., Charleston, S. C.

LINOTYPES FOR SALE—One Model No. 1 and one Model No. 3, complete with motors, extra magazines, etc. Springfield Printing and Binding Company, Springfield, Mass.

TRADE NEWSPAPER AND JOB PRINTING PLANT FOR SALE—Job Printing Plant equipped with large Miehle press, two platens, power cutter, wire stitcher, five electric motors, and full complement of presses, stones, electrotypes, stands, etc. Office has large amount of contract work. The Duluth Trade News has a good advertising patronage and subscription list. A fine opportunity exists for greatly increasing the business of both the trade paper and the job printing plant. Will be sold separately or together. Duluth is a growing, live city; is now a large jobbing center, making it a splendid field for a trade paper. It is one of the best printing cities of its size in the country. Address, or better still, come and investigate.—MILLER PRINTING COMPANY, Duluth Minn.

QUICK ON



Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues.

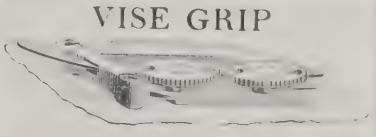
Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan

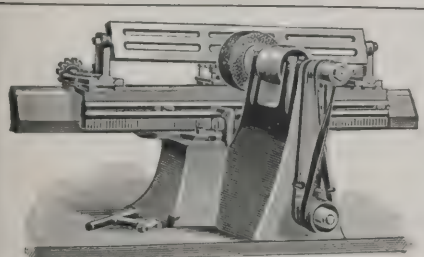
Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. *Free Booklets.*

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

THE PRINTERS' BOOK STORE

The man who wins is the man who knows, and the man who knows is the man who reads. The books written on printing and related industries are teeming with money-making information. The best list of

BOOKS AND UTILITIES FOR THE TRADE

is published by *the Inland Printer Company*. This catalogue gives titles of books, prices and tables of contents of publications dealing with following departments:

Advertising
Bookbinding
Composing-room
Drawing and Illustrating
Electrotyping and Stereotyping
Estimating and Accounting
Lithography
Machine Composition
Miscellaneous
Newspaper Work
Presswork
Process Engraving
Proofreading

These books contain efficiency information covering all branches from newspaper work and business management to the care of rollers. Send for the catalogue—a postal will get it.

You should have *the Inland Printer* in your office. It is the world's leading printing-trade journal. It costs $3 a year and is worth $30. $1.50 for six months or $1 for four months. Take it on trial and see how it helps.

The Inland Printer Company
632 Sherman St., Chicago

WANNER
MACHINERY CO.
A. F. WANNER PROP.

Newspaper Presses
Rebuilt Guaranteed Machines

Seven Quarto Potter Drum	$ 700
Seven Quarto Babcock Optimus	1400
Eight Quarto Economic	1600
10x15 Gordon	65
10x15 Peerless	90
10x15 Nonpareil	60
13x19 Gordon	90
Five Folio Army Press	45
Six Quarto Taylor Drum	475
Seven Folio Fairhaven	400
Six Folio Campbell Country	300
Eight Folio Campbell Country	425
Five Folio Campbell Complete	290
Seven Folio Taylor Drum	350
Seven Folio Hoe, Drum	375
Six Quarto Potter, Drum	650
Seven Quarto Potter, Drum	750
Seven Folio Campbell Country	400

Buy Guaranteed Machinery. Send for list.
Largest Stock in Chicago.

215-223 West Congress Street, Chicago

Hotel Latham

5th Ave. and 28th St.

NEW YORK

For Permanent and Transient Guests

One block from Madison Square Garden

EUROPEAN PLAN

Sample rooms for commercial men.
Table d'Hote Luncheon, 50c.

Club Breakfast. **Also a la Carte**

Rooms with use of bath, $1.50 per day.
Rooms with bath, $2, $2.50, $3, $4 per day.

A. L. PRATT, Managing Director

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY

LON SANDERS, PRESIDENT

221 OLIVE STREET, ST. LOUIS, MO.

"Our Mutual System of Trading"

FOR GREASY GRIMY DIRTY HANDS KETTLES BATH AND PANS
MANUFACTURERS OF PRINTING AND LITHOGRAPHIC INKS
516-524 BASOLIO INK AND COLOR CO.
KLEENU FOR DIRTY HANDS

The Conversion of Basolio

Announcement! Our President having for years been interested and a believer in co-operation, as practised in Great Britain and other European countries, we announce *our conversion to the cause of co-operation* and herewith go on record to the effect that we have become affiliated with a co-operative movement which will enable printers to purchase their supplies in our line *at no higher prices* than they would have to pay elsewhere — and yet participate quarterly, in *pro rata* to their purchases, in the profits of the business.

If Interested Send for Full Particulars

Basolio Ink & Color Co. 516-524 West 25th Street New York

MAKE MONEY

BY USING MY ELECTROTYPE CUTS IN
CHRISTMAS ADVERTISING

Get Ready Now for the Holiday Advertising with my
NEW ASSORTMENT OF CHRISTMAS CUTS
Suitable for any line of business. You can get New Contracts by offering advertisers the use of these Attractive Cuts. See my article "More Work Through Publicity" in this publication.

Exclusive to you because sold to only one person in your town.

Special Prices to Printers and Publishers

Write today for proof sheet and be the one to use these cuts in your territory.

HARRY M. BASFORD
237 TEMPLE COURT - DENVER, COLO

Bargains on Printing Presses
FOR SALE

Two, three and four-deck presses taken in trade for larger machines, are offered at half price—thoroughly overhauled and rebuilt, also some presses of other makes, of various sizes and styles. Tell us what you want and we will try and fit you out.

NOW IS THE TIME TO BUY

THE GOSS PRINTING PRESS CO.
6th St. & Ashland Ave. CHICAGO, ILL.

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾ x 15¾ inches.

National Printer-Journalist, Station X, Chicago.

ADVERTISING IN THE NATIONAL PRINTER-JOURNALIST CREATES BUSINESS

UP TO DATE
Newspaper Circulation Features
FOR
Enterprising PUBLISHERS

When in Doubt?
Write for the
WILLSDEN Plan.

It is the Cheapest and the Best for

Getting Renewals
Making Collections
Holding Subscribers
Securing New Subscriptions

Hundreds of satisfied publishers endorse our methods.

Write today for the Latest and Best Business Getter.

S. Blake Willsden
Newspaper Circulation Features
32 S. Wabash Avenue
Chicago

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Trea

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

NATIONAL PRINTER-JOURNALIST

VOLUME 29
No. 12

CHICAGO, ILL.

CHRISTMAS NUMBER
DECEMBER
1911

INSIST ON THE ANCHOR TRADE MARK
IF YOU WANT SATISFACTION
IN PRINTING INKS

Jaenecke's Printing Inks

ARE THE KIND THAT SATISFY

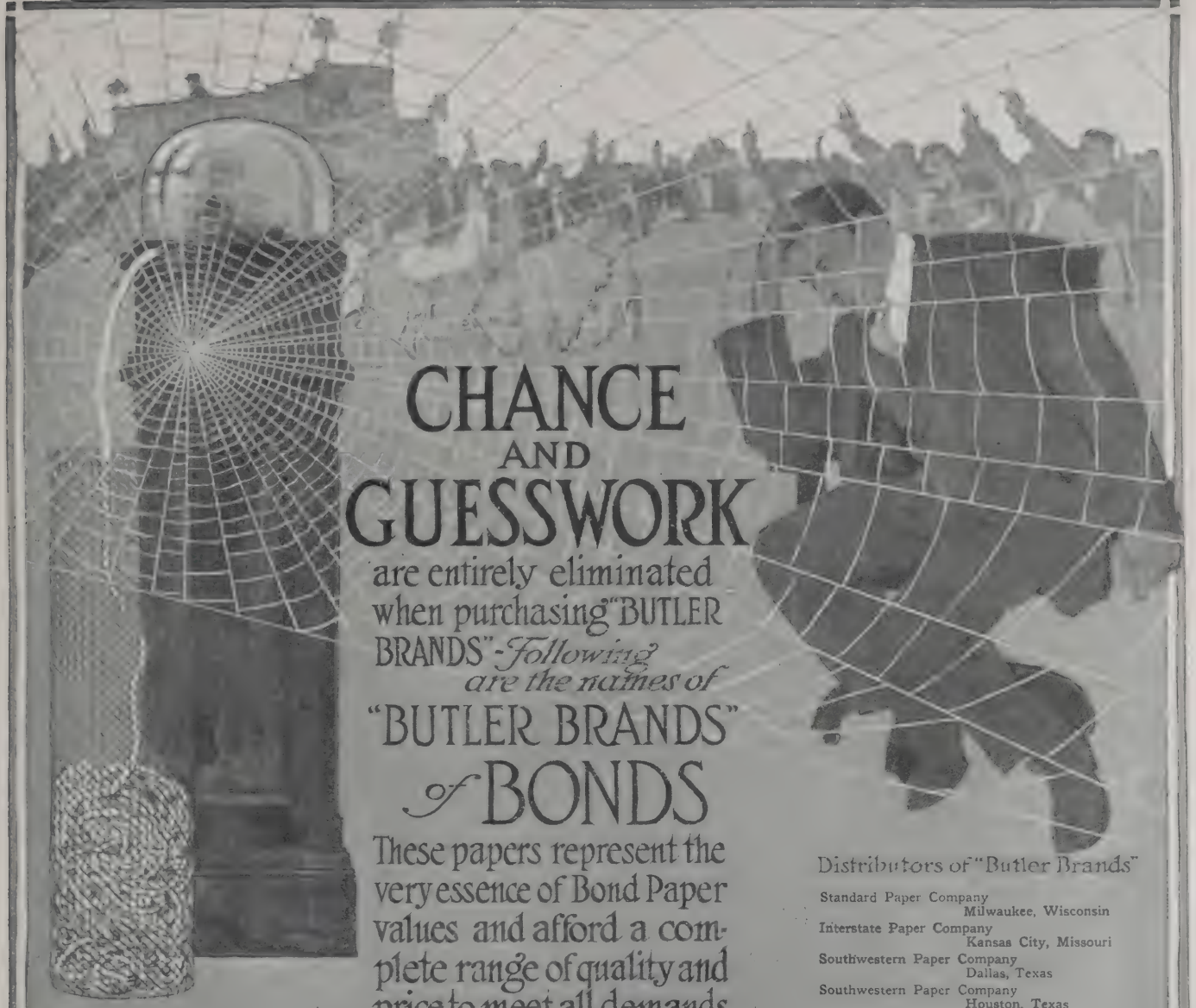
We make all kinds for all grades of printing. If you are not entirely satisfied with the appearance of your work, you will make no mistake in putting your ink problems up to us. A postal will bring specimen sheets

THE JAENECKE PRINTING INK COMPANY

Main Office and Factory

NEWARK, N. J.

NEW YORK CHICAGO PHILADELPHIA ST. LOUIS DETROIT PITTSBURG



CHANCE AND GUESSWORK

are entirely eliminated when purchasing "BUTLER BRANDS" - *Following are the names of*

"BUTLER BRANDS" of BONDS

These papers represent the very essence of Bond Paper values and afford a complete range of quality and price to meet all demands

"BUTLER BRANDS" of BONDS

AGAWAM BOND
ALEXANDRA BOND
AMBASSADOR BOND
BROTHER JONATHAN BOND
COBWEB BOND
CRANE & CO.'S BOND
CRANE BRO'S JAPANESE LINEN
EQUITY BOND
HOT PRESSED PARCHMENT
HOUSATONIC BOND
MANUSCRIPT BOND
MONROE LINEN
MOSCOW BOND
MULTICOPY BOND
NATIONAL BANK BOND
OLD TIME LINEN
POLICY BOND
REGISTER BOND
ROYAL CROWN BOND
ROYAL CROWN LINEN
TEUTONIC PARCHMENT
TWILLED FABRIC BOND
VOUCHER BOND

Write for Samples— they'll tell the story

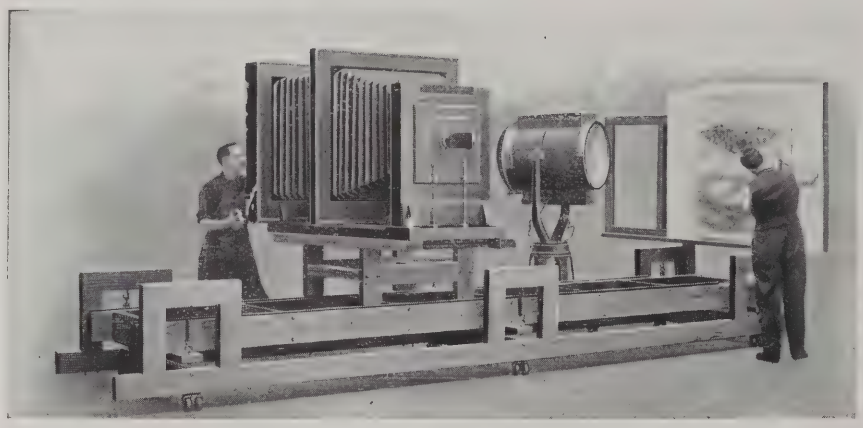
Distributors of "Butler Brands"

Standard Paper Company
Milwaukee, Wisconsin
Interstate Paper Company
Kansas City, Missouri
Southwestern Paper Company
Dallas, Texas
Southwestern Paper Company
Houston, Texas
Pacific Coast Paper Company
San Francisco, California
Sierra Paper Company
Los Angeles, California
Oakland Paper Company
Oakland, California
Central Michigan Paper Company
Grand Rapids, Michigan
Mutual Paper Company
Seattle, Washington
American Type Founders Co.
Spokane, Washington
American Type Founders Co.
Vancouver, British Columbia
National Paper & Type Company (Export only)
New York, New York
National Paper & Type Company
City of Mexico, Mexico
National Paper & Type Company
City of Monterey, Mexico
National Paper & Type Company
Havana, Cuba

J.W. BUTLER PAPER Co.

Established 1844 CHICAGO

PAPER PAPER



A PHOTOGRAPH of the new color camera and searchlight recently installed by Barnes-Crosby Company. The largest photographic equipment in America, designed for the production of two, three and four color process plates exclusively.

Barnes-Crosby Company also announces the enlargement of its Chicago institution by 10,000 additional square feet of floor space, thereby clinching its title as the largest and best equipped illustrating and engraving establishment in America.

Printers, who feel the necessity of an art and engraving department they can consider their own, may forward their orders to Barnes-Crosby Company with the knowledge that they are patronizing an engraving establishment—**not a rival printer.**

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate Makers

Complete Engraving Establishments:

Madison and Franklin Sts., CHICAGO **Eleventh and Locust Sts., ST. LOUIS**

Branch Offices and Art Departments:

NEW YORK	TOLEDO	MEXICO CITY
MINNEAPOLIS	KANSAS CITY	DETROIT
ST. PAUL	MEMPHIS	ATLANTA
MOLINE	CINCINNATI	INDIANAPOLIS
CLEVELAND	MILWAUKEE	SAN ANTONIO

For the Out-of-Town Newspaper
Model 10
Single Magazine Two-Letter Linotype
$2,250

For the City Daily and the Book and Job Office
Quick Change Single or Multiple Magazine Linotypes
$3,150 to $4,150

MORE LIGHT

ON THE

One-Machine Plant

THE OIL CITY BLIZZARD

Oil City, Pa., Sept. 9, 1911.

Makers of the "Merg.,"
New York City, N. Y.

Gentlemen:

None are so blind as those who will not see. We were in that class for several years—we could not and would not see the practicability of a "Merg," in a one-machine shop. But about a year ago we concluded to try it, and the "try-out" has proven so satisfactory in every way that we now devote some time each day to bewailing our short-sightedness in not turning over the new leaf long before.

We publish an evening paper, and one man, one machine, and a "make-up," who also sets the ads, constitute the "force." No man engaged in the printing business can afford to be without a Mergenthaler money-maker in the shop. For thus it is written by

Yours truly,
BOWEN & McKNIGHT.

The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO:
1100 South Wabash Ave.

SAN FRANCISCO:
638-646 Sacramento St.

NEW ORLEANS:
549 Baronne St.

TORONTO, Canadian Linotype, Limited, 35 Lombard St.
BUENOS AIRES: Hoffmann & Stocker
RIO JANEIRO: Emile Lambert
PORTO ALEGRE (Brazil): Edwards, Cooper & Co.
HAVANA: Francisco Arredondo
SANTIAGO (Chile): Enrique Davis.

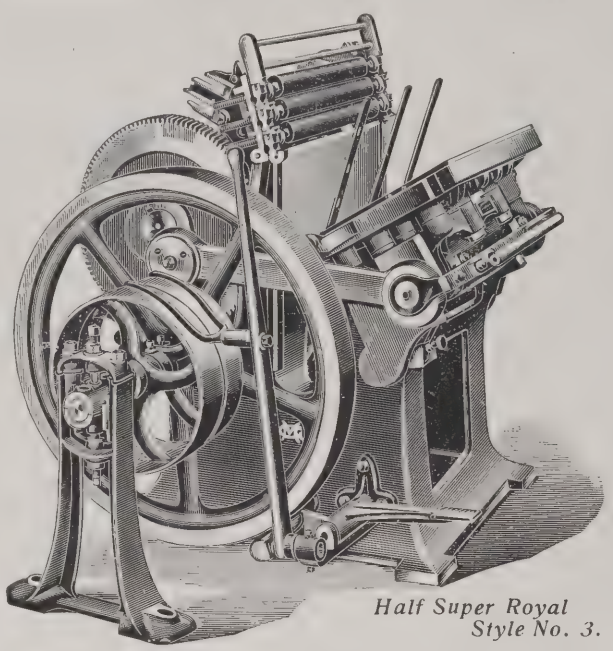
RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany.

MELBOURNE, SYDNEY, N.S.W., WELLINGTON, MEXICO CITY — Parsons Trading Company

TOKIO: Teijiro Kurosawa

UNIVERSAL

DOES THE ILLUSTRATION SUGGEST THE STRENGTH OF CONSTRUCTION OF THE UNIVERSAL?



Half Super Royal
Style No. 3.

THERE IS A PRESS FOR YOU AMONG THE MANY SIZES AND STYLES OF THE UNIVERSAL PRESSES

FINE COLOR WORK

requiring the closest register and perfect ink distribution, is done best on the press shown above. The press that will stand the test of this class of work and always make good is the press for every day work, also. No slurring when the Universal is used. It is built to stand the shock of large printing surfaces and heavy impression. Speed enough to make a profit, and range of work from a visiting card to the limit of the chase. It takes them all and prints them well.

Get the Catalogue and Investigate

THE NATIONAL MACHINE CO.
MANUFACTURERS
HARTFORD, CONNECTICUT, U. S. A.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS, KANSAS CITY, OMAHA, ST. PAUL, SEATTLE, DALLAS, WASHINGTON, D. C.
National Paper & Type Company, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

The Babcock Optimus

Just now in New York, on very heavy catalogue work divided among a number of pressrooms, the Optimus printed its forms readily, without bother to its operators or injury to itself, and after 268,000 impressions left the plates in good condition. Other big machines broke under the same work; some new ones, bought especially for the job, printed it, but were practically ruined, and some were forced to cut the forms in two and print half sheets. Which of these was cheapest to own and earned the most?

A western publishing house some years ago investigated two-revolution presses from every angle, and bought one large Optimus which they ran one year in comparative tests with their other machines. They then began to discard the others, and today operate fourteen large Optimus presses and several smaller ones. A practical, business-like trial, devoid of clap-trap and prejudice, convinced them which machine was cheapest to own.

Another big house, not so far west, two or three years ago bought one large Optimus. After a year's comparison they turned out other makes and installed eight large Optimus presses. Also in a business-like way this firm had established the press cheapest to own.

A 55-inch Optimus, with automatic feeder, was run regularly for years at 1700 to 2000 an hour. Its owner recently bought a competing press for its "speed." We stepped in there the other day, and on the same work the new machine was making 1400. Which of these was cheapest to own regardless of first cost?

Not always does a press cost just what was paid the seller. It too frequently is much more than that. Whether something of a luxury or a real profit maker will be known when competition has proved its stability and earning qualities. Failing in the test it must go on costing. The handicap of better equipped competitors makes the loss severe, for it surely will be continuous. Producing costs are raised, estimates must be higher or profits less.

The competing presses above were expensive in first cost and thereafter. There is another kind: the press that costs least to buy and most to own. All saved in buying may be lost on a single job when its performance is compared with that of a more efficient press. The science of cost finding quickly fixes the status of every machine. Business is profit.

There is only one of another kind. The Optimus costs what you pay the seller; no more. There is no cumulative loss later due to inferior earning capacity. In quality and quantity of product no press can give more; we know of none that gives as much. Its earnings are maximum. On hard work and long runs its superiority is conspicuous. It will make such runs from one set of plates or slugs when others need two. This saving is a good rebate on first cost, and an advantage in estimating that we know to be frequently used. Its impressional rigidity, the most vital of press qualities, is beyond the requirements of any work yet produced, and absolutely greater than that of any other press. The truth of this is recognized everywhere. Every exaction is so easily met that the buyer of an Optimus need not fear business growth or printing's progress. He will have an efficient machine to meet both for years to come.

Another emphatic thing. From the delays and expense of repairs the Optimus has proved remarkably free, the least expensive in the field. This works another rebate on first cost. Testimony is abundant, can be had from any user, and is universally gratifying.

Where difficult work demands exceptional press qualities, and there is little faith in efficient printing machines, we prefer to install our splendid press. We have the only two-revolution that is positively worth its price, gives most for its price, costs no more than its price, and earns its price surely and quickly. It is the cheapest to own.

SET IN AUTHORS ROMAN

THE ADVERTISERS CYCLOPEDIA OF SELLING PHRASES

The only complete ready reference for writing ads—for merchants, manufacturers and advertising men for every trade in every season.

1360 Pages

EVERY MAN WHO WRITES AN AD NEEDS THIS BOOK EVERY HOUR OF THE DAY

$15.00 The Copy

30 DAYS AND NO MORE

THE BIGGEST COMBINATION EVER PRINTED

RETAIL ADVERTISING TRADE BOOKS

That give you strong practical material for writing ads in your particular line of business. Reproductions of striking display ads, selling phrases, store talks—the best advertising manuals ever written on

- Financial Advertising
- Jeweler's Advertising
- Grocer's Advertising
- Hardware Advertising
- Footwear Advertising
- Tobacconist Advertising
- Men's-wear Advertising
- Coal Dealer's Advertising
- House Furnishing Advertising
- Bakery and Confectionery Advertising

$2.00 The Copy

Every Business
Every Trade
Every Line in
Every Issue

When You Want to—

write an ad
start a sale
dress a window
get up a circular
lay out a display ad
send out form letters
build up a mailing list
arrange a mail order plan
know just what or when or how to advertise and build your business

You Will Want—

BRAINS

The only weekly in the world of, by and for the retail advertiser.

FIVE DOLLARS THE YEAR

AGENTS WANTED WRITE FOR GOOD TERRITORY NOW

Tear off along this line

Brains Corporation
Scranton, Pa.

Let me have your 30 Day Offer for BRAINS and your Retail Advertising Trade Books together with prospectus of your Cyclopedia.

Name .....

Address .....

City .....

State .....

Business .....

Favor yourself, the advertiser and BRAINS by mentioning it in writing to advertisers

Brains, Edited by Harry Alber Woodworth, Scranton, Pa.

Clearface Heavy

72 Point 3 A $7 75 4 a $5 35 $13 10

MEND Report

60 Point 3 A $6 35 4 a $4 50 $10 85

Stronger CHIME

48 Point 3 A $4 15 5 a $3 35 $7 50

BRIGHT Enterprises

42 Point 3 A $3 25 6 a $3 20 $6 45

Determined MECHANIC

36 Point 4 A $2 65 7 a $2 55 $5 20

MODERNIZED Construction

30 Point 5 A $2 20 8 a $2 05 $4 25

ACQUIRED MINES
Secured Equipment

24 Point 6 a $1 70 11 a $1 80 $3 50

REBOUND MAGAZINE
Contains Unusual Story

18 Point 8 A $1 50 16 a $1 75 $3 25

PROMINENT WORK NOTED
Paper Mentioned Typography

14 Point 12 A $1 35 24 a $1 65 $3 00

SCIENTIFIC PRINTERS REQUIRED
Employer Bought Economic Material

12 Point 16 A $1 35 29 a $1 40 $2 75

REAL ART HIGHLY PLEASED
Strictly Plain Typography Used
Economical Reasons Prominent
Financial $1234567890 Result

10 Point 16 A $1 15 32 a $1 35 $2 50

ORIGINAL METHOD EXPLAINED
Proportions Determined with Care
Law Regarding Harmony Reviewed
Handsome Margin Secured Reward

8 Point 19 A $1 05 38 a $1 20 $2 25

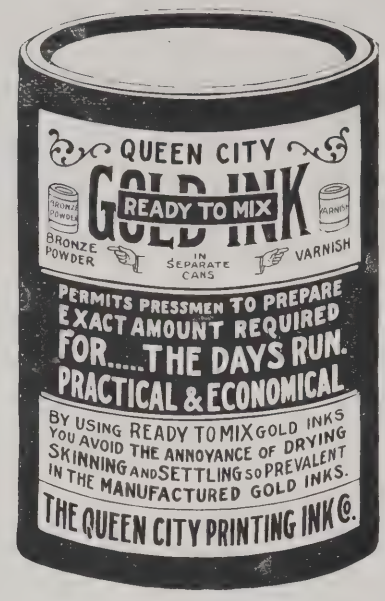
MINERALS FOUND IN GREAT MOUNTAIN
Young Typographers Studying Type Science
Advertising Requirements Plainly Answered
One Design Received Higher Commendation

6 Point 24 A $0 95 47 a $1 05 $2 00

THIRTY MEXICANS DISTRIBUTED PROVISIONS
Healthy and Muscular Printer Sailed Before the Time
Unfriendly Roustabout Discrediting Rube Compositor
Some Magnificent $1234567890 Printing Arranged

American Type Founders Company

ORIGINATOR OF THE CLEARFACE FAMILY


QUEEN CITY
GOLD INK
READY TO MIX
BRONZE POWDER
IN SEPARATE CANS
VARNISH
PERMITS PRESSMEN TO PREPARE EXACT AMOUNT REQUIRED FOR.....THE DAYS RUN. PRACTICAL & ECONOMICAL
BY USING READY TO MIX GOLD INKS YOU AVOID THE ANNOYANCE OF DRYING SKINNING AND SETTLING SO PREVALENT IN THE MANUFACTURED GOLD INKS.
THE QUEEN CITY PRINTING INK Co.

WILL PRODUCE

BEAUTIFUL RESULTS

SAVING IN MANY CASES THE

COST OF BRONZING

H·D· INK

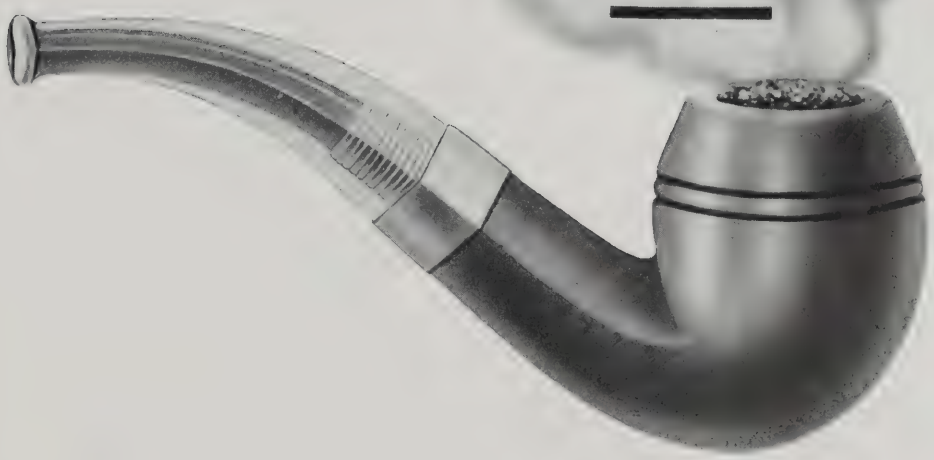
Cincinnati
Boston
Chicago
Philadelphia
Rochester
Kansas City
Minneapolis
Dallas
Detroit

THE QUEEN CITY PRINTING INK COMPANY

SPEEDLIMIT

BLACK INK PERMITS OF PRINTING – TURNING PRINTING – BINDING AND COLLECTING.....THE BILL

ALL THE SAME DAY



THE QUEEN CITY PRINTING INK Co.

Cincinnati Philadelphia Dallas
Chicago Kansas City Rochester
Boston Minneapolis Detroit

ESTABLISHED

1860

THE QUEEN CITY PRINTING INK

CINCINNATI CHICAGO BOST
PHILADELPHIA KANSAS CI
MINNEAPOLIS DALLAS ROCHEST
DETROIT

YELLOW	5605
RED	4504
BLACK	6600

WHAT EVERY PRINTER SHOULD KNOW

DO you know that the American Printer is doing better work than any other in the world? Do you know why? You OUGHT to know and you ought to know WHY. What is more you want to know,—otherwise you would not be reading this magazine. In order to produce the best, you must know WHAT IS the best, and HOW to produce it.

THE

GRAPHIC ARTS YEAR BOOK

THE only American Annual Review, tells you WHY, WHAT, and HOW,—and it goes even farther for it contains innumerable examples of the finest American color plate making, commercial drawing and engraving, typography and printing. The typographic lay-out and design together with the decorations and type, will be a true representation of the style of Bodoni. The 1911 volume will give a most comprehensive review and description of the latest developments and processes, inventions and discoveries in the engraving and printing industries. The editors and contributors are among the most eminent men in their respective lines in the country. The exhibits have been selected from the work of the printing, engraving, lithographing plants all over the country and upon the merit of their reference value in the Year Book. This volume will be a text book covering a field not touched upon by any other publication. For the sake of the betterment of your business, it shouldbe upon your desk, and that of every printer, engraver, illustrator, designer, and buyer of printing and advertising in the United States,—who loves his work and desires it to be the *Best.*

BE SANTA CLAUS

EVERY employing printer, who has the interest of his business at heart, and desires to make a useful and beautiful gift to his employees for Christmas, can make none better than a copy of the 1911 volume of The Graphic Arts Year Book.

Norwood, Mass., November 7, 1911.
Graphic Arts Year Book, Hamilton, Ohio.
Mr. W. L. Tobey, Editor,

Dear Sir: I do not know when I have been so thoroughly interested and fascinated in specimens of fine printing and bookmaking as I have in the Graphic Arts and Crafts Year Book, of which I have received the first four volumes. I have not yet been able to give them as thorough an examination as I intend to later, but, from what I have seen, I am impressed with the fact that they are practically a post-graduate course in fine printing, and should be in the hands of every printer, platemaker, engraver, lithographer in the country, in fact, they would be extremely useful to anyone who is directly or indirectly interested in printing or bookmaking.

The excellent descriptive articles, the beautifully printed pictures, and the great fund of useful information which they contain are a complete printers library to anyone who possesses them. I look forward to many interesting and instructive hours in reading the articles and studying the results attained and displayed in their pages. I think I can epitomize my impressions of these books by simply repeating that they seem to me a post-graduate course in fine art printing and engraving.

Wishing you every success in your effort to instruct the printing public, I am

Very truly yours,

J. STEARNS CUSHING.

NO BETTER GIFT

CAN be made than a copy of this text book. It contains so much information which is valuable to the compositor, pressman, or office-man, that he will prize it more than some other less useful article. It will enable him to become more efficient and productive.

AFTER SEEING AND EXAMINING THE YEAR BOOK, THE L. A. BECKER CO. OF CHICAGO, SAID "IT WILL LEAD TO THE PURCHASE, AND IT ALSO

WILL LEAD TO PRODUCTION OF BETTER PRINTING"

THE GRAPHIC ARTS YEAR BOOK for 1911, is arranged in departments, each one of the ten taking up in detail some phase in the printing, engraving or allied industry, where there has been notable development or progress. This will be easily accessible, and as a text book, will undoubtedly lead to better production of printed matter. Each department is edited by an authority, and is as follows:

I. INTRODUCTION

Henry Lewis Johnson, Boston, Mass.

This department will cover the entire field, reciting carefully the newest developments in the Allied Industries.

II. PHOTO-ENGRAVING

E. W. Houser, Pres. Nat'l Eng. Ass'n.

Articles giving detailed exposition of progress in new screens; photographic work with artificial light, photographic on metal, and machine etching.

III. ELECTROTYPING

Henry L. Bullen, Librarian American Typographic Library and Museum

A concise statement of lead-moulding, steel-facing processes, and introduction of the use of aluminum.

IV. PROCESS COLOR-WORK

Taking up new processes in color separation methods, simultaneous color printing on two, three and four-color presses.

V. LITHOGRAPHY

J. Albert Heppes, Mgr. Lithographic Dept., Andrew H. Kellogg Co., N. Y.

Showing increasing importance due to photographic and plate-making methods, together with offset printing. Will also include features in plate-making, transferring, and statement of offset printing equipment.

VI. RAPID PRINTING INTAGLIO PROCESS

Geo. S. Barlow, Specialist

Who introduced the process into this country.

Description of new machines made for this work; application of process on foreign newspapers and attempts in this country. Its use in post-cards, fine art and catalogue work.

VII. TYPOGRAPHY

Walter B. Gress, Art Director, Crowell Publishing Co., N. Y.

Description and exposition of new type faces, use and value, lay-out, design for various forms of printing.

VIII. PAPER

M. H. Grassly, Advertising Manager Paper Mills Co., Chicago

Influence of paper upon printing; new styles and stocks of papers will be shown and their value in relation to various uses described.

IX. INK

James A. Ullman, Sigmund Ullman Co., N. Y.

Description of new inks, their use and value in various grades illustrated work. Process inks, monotones, colors for typographic display, cover inks.

X. BINDING

Ralph Fletcher Seymour, Chicago

Taking up and describing new ideas in binding, valuable in book and catalogue work. Materials for covers: cloth and leather, and manufacturing methods in catalogue and book work.

Besides what is contained in these departments there will be a series of general articles by well known men, upon various subjects of vital importance to producers and buyers of printing. These are COST SYSTEM—a summary of results: THE BEN FRANKLIN MOVEMENT—by G. E. Wray: EFFICIENCY—by J. Horace McFarland: EDUCATIONAL MOVEMENTS—by John Cotton Dana: COMMERCIAL ILLUSTRATION—by Brainard Leroy Bates: BUILDING ERA—by Lee Crittenden: and GETTING TOGETHER IN ADVERTISING—by George W. Coleman.

Each of the ten departments will be illustrated by the best examples obtainable, but special exhibit forms will be shown in the section for that purpose, and will combine ink, paper, and design, with plate-making—being very practical matter. The special exhibit departments will be DESIGN or best features in book, catalogue and advertising work: TYPOGRAPHY—showing new faces: ADVERTISING DISPLAY—classifying best newspaper, magazine and technical advertising: ILLUSTRATION, PAPERS and INKS—one of the main features of the book; examples printed on various kinds of papers with different inks, showing results to be obtained from combinations.

USE YOUR PENCIL NOW

To NATIONAL PRINTER-JOURNALIST, Chicago, Ill.

Please enter my (our) subscription for the 1911 edition of THE GRAPHIC ARTS YEAR BOOK, known as Vol. V., and forward by express to the following address:

_____

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Signed_____

400 pages, 8 x 10, bound in half-leather. Forwarded to all points in the United States and Canada by express or mail prepaid. Price $5.00. Foreign postage 80 cents extra to countries in the Postal Union.

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-153 Kentucky Avenue

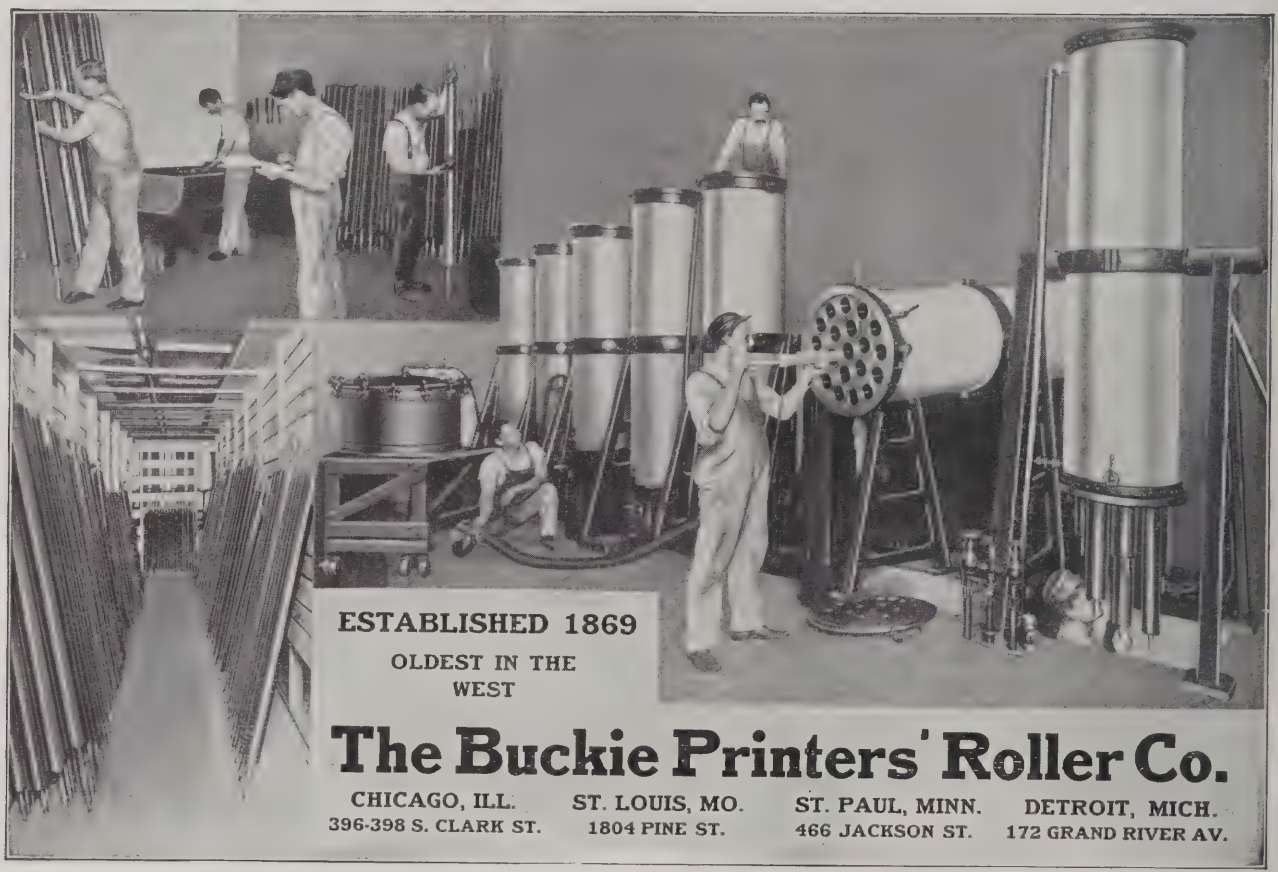
DALLAS
675 Elm Street

MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St. South

DES MOINES
609-611 Chestnut Street

A Well Made Roller
Makes Money
and
Saves Many Times Its Cost


ESTABLISHED 1869
OLDEST IN THE WEST
The Buckie Printers' Roller Co.
CHICAGO, ILL. 396-398 S. CLARK ST.
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Our Rollers Are Guaranteed

The Buckie Printers' Roller Co.

714-716 SOUTH CLARK STREET, CHICAGO

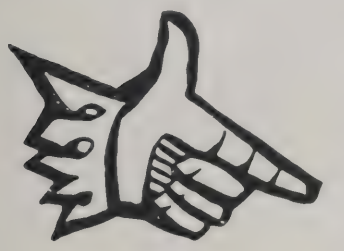
Branch Factories: St. Louis, Mo. St. Paul, Minn. Detroit, Mich.

Six Cottrell Sheet-Feed Rotaries Now Operated by the Illustrated London News—

If they are profitable for the News, why not for you?

This is the idea: the finest quality of printing at double the speed of a two-revolution press.

Read this



The "Illustrated London News" and the "Sketch" are both profusely illustrated with halftone plates excellently printed.

We will send copies of these publications to publishers interested.

Also illustrations and full descriptive details on request.

THE ILLUSTRATED LONDON NEWS AND SKETCH, LIMITED.

PROPRIETORS OF
"THE ILLUSTRATED LONDON NEWS." "THE SKETCH."
AND "THE PENNY ILLUSTRATED PAPER."

TELEGRAPHIC ADDRESS.
"ILLUSTRATED, LONDON."

TELEPHONE Nº 2747 GERRARD.
ADVT. oo 5229 oo

198, STRAND, W.C.

May 3, 1911.

Messrs. C. B. Cottrell & Sons Co.,
25 Madison Square North,
New York, N. Y., U. S. A.

Gentlemen:- Our sixth Cottrell Sheet Feed Rotary Press will be here this week and this will complete our installation.

Our rotaries are running exceedingly well and printers in this country are now beginning to realize what this rotary installation means to us. We have now got our plant thoroughly reorganized and my Directors now see the benefit both financially and also from the health point of view for their workers here.

I want to thank you personally and also for my Directors for the kindly help which you have given us all through this installation. We wish you every prosperity which the sterling qualities of the presses you build merits you.

Yours faithfully.

E. N. Rudd

Manager Printing Dept.
Illustrated London News & Sketch.

C. B. Cottrell & Sons Company

25 Madison Square North, New York Works: Westerly, R. I. 343 South Dearborn St., Chicago

A GOOD STAPLING MACHINE

Is a Convenince and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE
PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer
CHAS. E. NEWTON, Vice-President — WM. S. BATE, Secretary

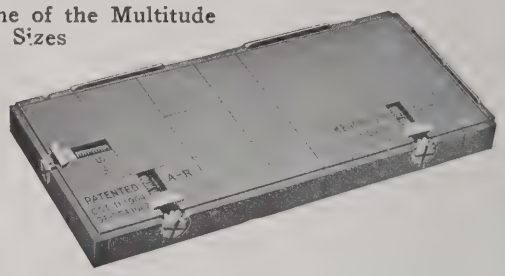
NEW YORK, 59 Beekman St. — CHICAGO, 357 Dearborn St.
SAN FRANCISCO, 653 Battery St. — SEATTLE, 411 Occidental Ave.

The
Rouse Universal Block

Solves the Block Problem

THE SIMPLEST AND BEST SCHEME KNOWN FOR MOUNTING PLATES

One of the Multitude of Sizes



Size of Page—25 x 55 Ems.

You can make up **eight pages** like this in **five minutes!**

ASTONISHING RANGE OF SIZES

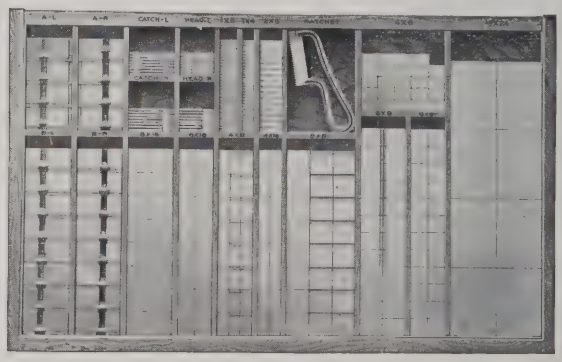
With a single set, costing only $55, you can make up eight pages into about **160 different sizes,** ranging from 17 x 25 up to and including 35 x 51 ems pica, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of two picas in either width or length, or both width and length.

BIG SAVING IN MAKE-READY, TOO!

The Hooks are extremely rapid, strongly made and simple in construction. The body is cast iron, the working parts steel. The jaw has a movement of five picas.

The Catches are made of brass and can not possibly work up on the press.

Bases of Iron. Point system—of course.



One Font Rouse Universal Blocks in Case (Cover removed)

Price, per set, including steel rachet and dust-proof Case that fits a printer's stand, only **$55.**

Don't waste any more time with out-of-date methods. Order at least one set to-day—**now.**

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Made only by

H. B. ROUSE & CO.

2214-16 Ward Street, - CHICAGO

The Register Hook People.

The Miller Saw-Trimmer

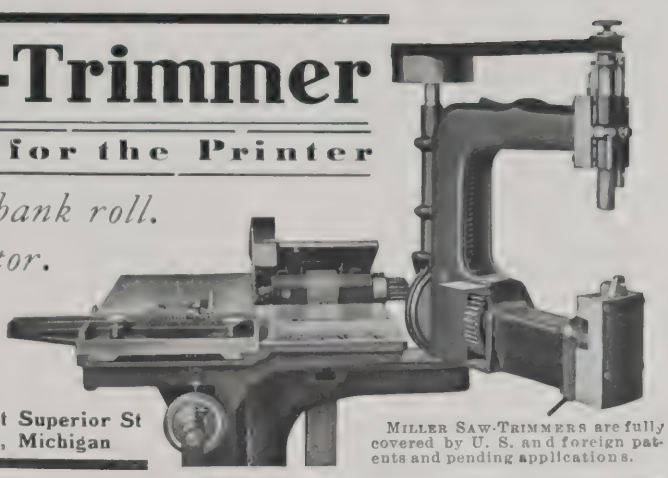
A Standardizing Machine for the Printer

Enters your composing room with a bank roll.
Pays off every time you start the motor.
Always ready when you want it.

Write for new illustrated price list.

EASY TO OPERATE. EASY TO BUY. EASY TO PAY FOR

Miller Saw-Trimmer Co. 813 East Superior St Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

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THE SAVAGE IMPOSING STONE FRAMES

THE SAVAGE IMPOSING-STONE FRAMES are designed to carry individual galleys. The shelves are numbered consecutively, and by marking the proofs of the pages with the corresponding numbers of the shelves upon which the pages are stored, any particular page can be located instantly when wanted.

While especially valuable for pages of tariffs, directories, catalogs, etc., this arrangement is equally adapted to forms of every description. Some disposition, temporary at least, must be made of every form set up. If left on the stone, it occupies working space; if placed upon letter-boards or stacked upon shelving, no one but the compositor who put it there can find it. When found, it is frequently underneath or surrounded by other matter which has to be removed and replaced, with consequent loss of time and damage to material.

These frames provide a place for every form, out of the way, where it does not occupy valuable working space, yet where any compositor can go directly to the galley containing the desired page without unnecessary loss of time, and without disturbing or handling other pages.

The pages being on galleys can be handled quickly and conveniently, without danger of pi. Corrections can frequently be made on the galleys, and proofs taken if desired.

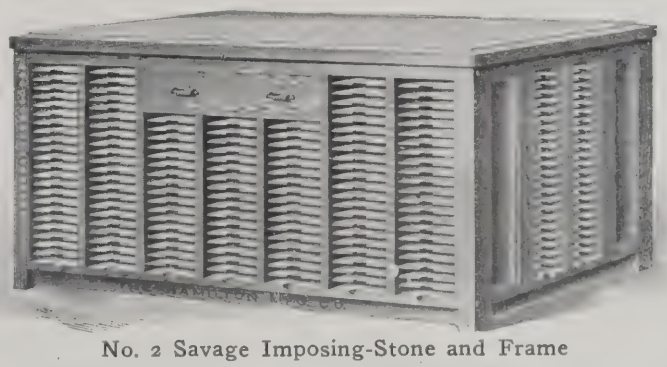
These frames have recessed sanitary bases, as shown by the illustration.

SAVAGE IMPOSING-STONE No. 1.—Size of stone, 36x60 inches, or iron surface, 39x63 inches; capacity, 302 galleys; galley compartments 9 inches wide, 13⅛ inches deep, taking a standard 18¾x13 galvanized iron galley. Galley shelves on both sides and both ends of the frame. All galley shelves are numbered consecutively. List price, complete with stone.....$135

SAVAGE IMPOSING-STONE FRAME No. 2—Size of stone. 48x72 inches, or iron surface, 51x75 inches; capacity, 384 galleys. List price, complete with stone $165

SEND FOR COMPLETE DESCRIPTIVE CIRCULAR

If you are interested in the question of MODERNIZED COMPOSING-ROOM FURNITURE, fill out the coupon and send it to us. Our representative will show you what can be done to increase *your* profits and relieve the congestion in *your* office.



No. 2 Savage Imposing-Stone and Frame

THE HAMILTON MFG. CO., Two Rivers, Wis.

Gentlemen—The Imposing-Stone Frames with individual galley shelves and galleys, which you recently furnished us, have proved extremely valuable in economy of time and labor. We regard this plan of carrying standing matter upon individual galleys as far superior to any other method. It provides a place for every page, with every page in its place, where it is quickly accessible, and therefore effecting a great saving in time results. We installed five of these Frames with 1800 galleys and they have paid for themselves in a few months.

Yours very truly,
THE J. B. SAVAGE CO.,
Per Chas. P. Carl, Supt

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

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Have you a copy of "Composing-Room Economy?".....

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Main Office and Factories: - TWO RIVERS, WIS.
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A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, ec., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

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DRAWINGS
of any description,
and for every purpose, in
PEN AND INK OR WASH.
for LETTERHEADS,
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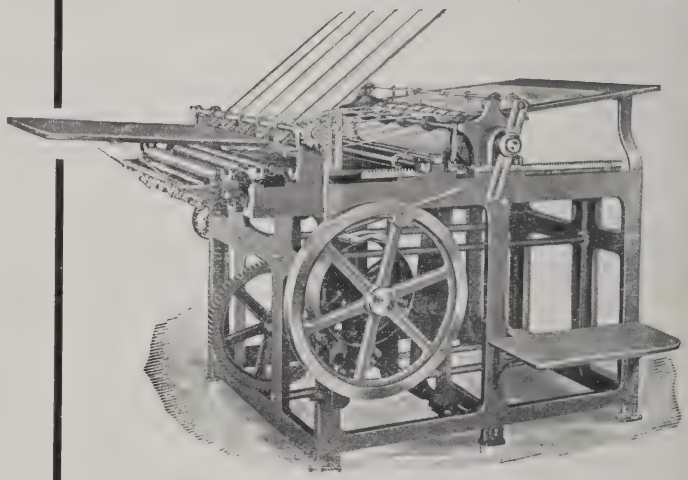
Improved National

Six-Column Folio Newspaper Press



More—Sold last year,
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Than any other press selling at anywhere near the price.

$400.00 Power and $425.00 Belt Power

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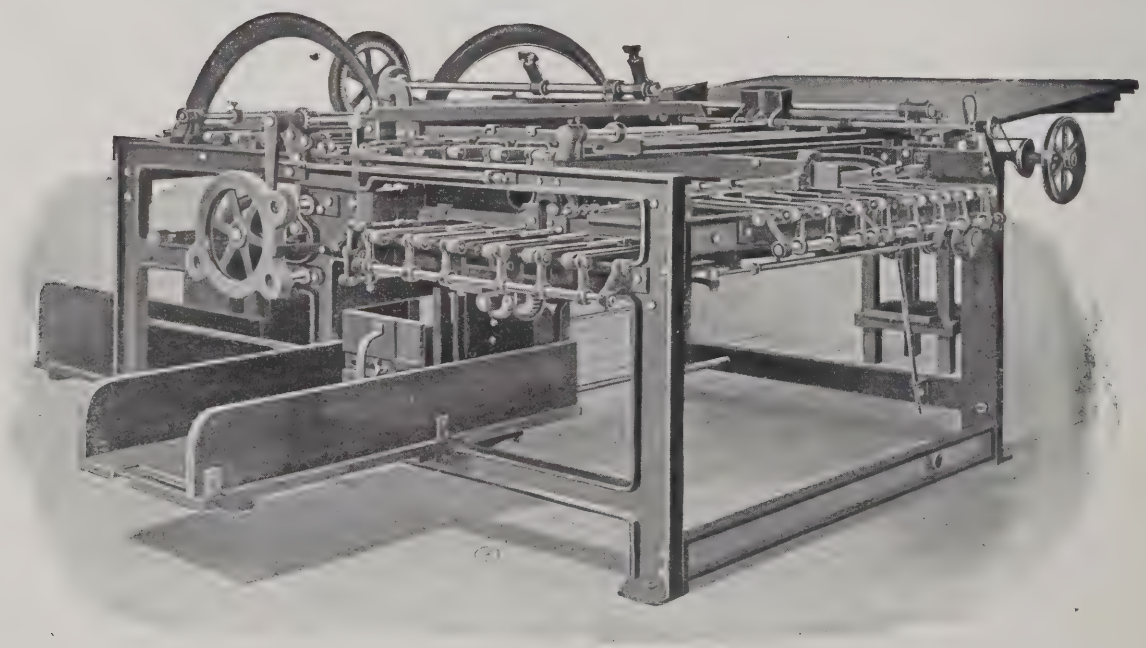

The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO
ERIE, PENNSYLVANIA

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ULLMAN'S INKS

We do not claim
That the mere use
Of Ullman's Inks
Produces Prosperity
But it seems more
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The prosperous printers
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COMPLETE PRINTING OUTFITS

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Manufactured by a Type Foundry
Independent for Forty Years ! ! !
Established 1872

"Johnsonized Machinery"

the Superior Rebuilt Printing Machinery
Send for List of Machines in Stock

This is what Mr. Dalton says after we installed the FIFTH Press we sold him

Manson, Iowa, August 24, 1911.

"We take pleasure in enclosing check in payment of the Century Campbell Press which has been in operation in our press room for thirty days. It seems to be as perfect a Flat Bed Press as can be designed -- runs as smooth as a watch, and does the business just as we want it. You have more than made good and we shall take pleasure in recommending you to our friends.

The DALTON PRESS,
Per Jno. F. DALTON.

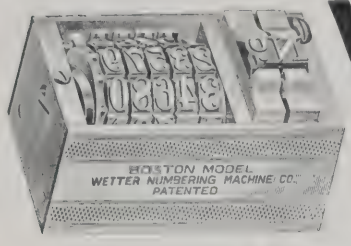
C. I. Johnson Mfg. Co.

Saint Paul :: Minnesota

Set in Hansen Caslon Full Face Egg and Dart Border

$6 Costs Less to Do It Yourself:

It does not pay to send work out to be numbered—with delays, etc., when you can purchase at such small price a Boston Model



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FACSIMILE IMPRESSION

WETTER

The name "WETTER" stands for the Best Type-High Numbering Machine possible to construct. Has stood for this 26 years.

Insist on having a machine stamped with the name "WETTER."

Can be "locked" in form same as type to number and print at on impression.

The ONLY Machine with a drop cipher that won't get LOW.

Sold by American Typefounders Company
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Boston Model 1. Five wheels, $6.00
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Owing to the Fact that we are the Largest manufacturers of Printers and Bookbinders Machinery in our line in the World, and that our Monitor Machines are acknowledged to be the best, we have several hundred second hand and rebuilt machines (practically new) of every known make, which have been replaced by Monitors, which we are offering at 15 to 50% of their original cost.

Write us if you are interested.

Manufacturers of Monitor Wire Stitchers, Perforators Single, Duplex and Multiplex Punching Machines, Paging and Numbering Machines, Creasers and Scorers, Table Shears, Job Backers and Box Stitching Machines.

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Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

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Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

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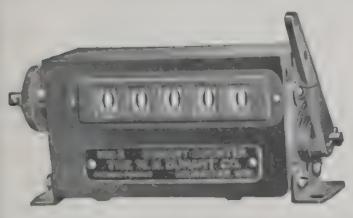


KNOW YOUR EXACT COSTS

An indisputable record of production and labor is furnished by

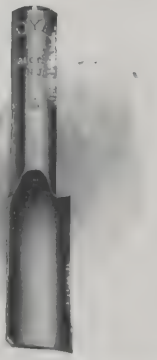
DURANT COUNTERS

ACCURATE, POSITIVE, UNFAILING

Record only actual impressions of press. Ask any printer's supply house or write us for details.

The W. N. DURANT CO., 528 MARKET ST. MILWAUKEE, WIS.

THE INCREASING USE



of Cutters that Cut—the kind that Royle makes, proves their superiority over cheaper imitations.

Write for circular.

John Royle & Sons

Paterson, N. J., U. S. A.

Engravers' Machinery

Thalmann Printing Ink Co.

PROCESS INKS & INKS FOR OFFSET PRESSES
BEST GRADES IN ALL SHADES OF COLORS

STEEL AND COPPER PLATE INKS

MANUFACTURERS OF

LITHOGRAPH AND LETTERPRESS

INKS

OUR ELECTRIC ANNIHILATOR A BENEFACTOR FOR PRESSMEN

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PRINTERS
BOOKBINDERS

1741-1747 CALIFORNIA ST.
DENVER, COLO.

Mills of **CRANE BROS.,**
Westfield, Mass.
Manufacturers of
LINEN PAPERS with the Famous Watermarks

CRANE'S 18 78 LINEN RECORD
CRANE'S 18 78 JAPANESE LINEN
CRANE'S 18 78 ALL LINEN

Sold by Dealers and Stationers

Established 1899 — Incorporated 1903.

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THE BANKERS PUBLISHING COMPANY
CAPITAL STOCK $25,000.00
TOLEDO, OHIO.

PUBLISHERS OF ILLUSTRATED ADVERTISING LITERATURE FOR FINANCIAL INSTITUTIONS

The Autopress Company,

September 29th. 1911.

New York City.

Gentlemen:

I have your favor commenting on the fact that we have never sent you a testimonial for the Autopress.

Now, why should I? So far in my life I have done my best to establish a reputation for veracity and here you come along and want me to ruin that reputation in a single letter. Don't you know that the man who has an Autopress needs no letter of recommendation, and what is vitally important to me, if I should ever cut loose and write what I honestly think about the press, I should immediately be classed with Baron Munchausen by all printers who have not got Autopresses. Why should I make myself out a monumental liar just to help you sell more presses!

Once I had a dream that I was in a sort of printers' heaven. All one had to do when an order came in was to put the copy in the top of a hopper, push a button, pull out a drawer at the bottom and take out the job all done. I woke up and found it was only a dream. However, the Autopress always reminds me of that dream.

Maybe the above sounds as I were trying to be humorous. I'm not, in fact never more serious in my life.

We are just finishing a four million run of circulars, sheet 10 1/2 by 12 1/2, half tones and type with delicate half tone screen border effect. Changes in the form every few thousand, making it an impracticable job to run with duplicate forms on a large sheet on big cylinders. For some time we have been running the press 22 hours per day in order to finish this run on time. During all this long run we have spent no money for repairs on the press. The quality of the work has been much superior to that obtained a year ago on the same job handled on a large cylinder, when we handled the work in a different manner as we then had no Autopress.

The Autopress is unique in design, conscientiously constructed from good materials, simple in operation, considering what it will do, and we are constantly incited to fresh admiration for the careful attention given to the designing and making of even the smallest details.

Any printer who has or who can get a sufficient volume of work of the size and character to which this press is adapted and who will give it intelligent handling can make no mistake in buying it.

As I wrote to one printer who asked my opinion, the question is not, will the Autopress do what the makers claim, but have you got the work to keep it going? The only unprofitable Autopress is the one that is standing still or the one that is is kept in operation by ruinous cutting of prices.

With kind regards, I am, Very truly yours,

F. W. T.

Pres. The Bankers Publishing Co.

MR. THOMAS, whose letter appears above, is not only the head of one of the foremost printing houses in this country but is also an inventor of high achievement along printing press lines whose ability is recognized throughout the trade.

5000 Per Hour
from
Type or Flat Plates

Sold on Easy Terms

You ought to know about the Autopress and its remarkable capacity. Send today for particulars.

Hundreds of Autopresses

in use now in

The United States and Abroad

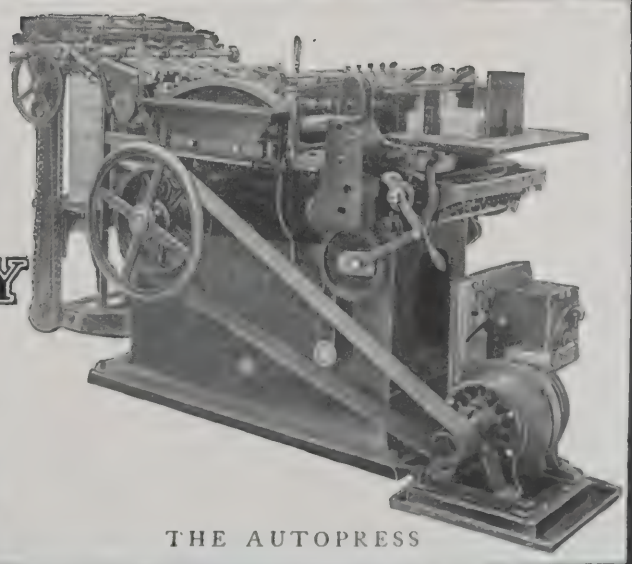
furnish incontestible proof of the utility and money-making powers of this machine.

The accompanying letter is only one of hundreds of similar expressions from representative printers who have bought and paid for their Autopresses. Read it. It shows you the way to extraordinary economy in job work production of every class and character, from the lowest grades to the finest color work.

Progressive printers everywhere are installing Autopresses now. Speed, quality, economy, increased business, lowered costs and enlarged profits follow.

You

WILL put in an Autopress. Better put one in now. It will make more money for you than any machine you've got or can get.



THE AUTOPRESS

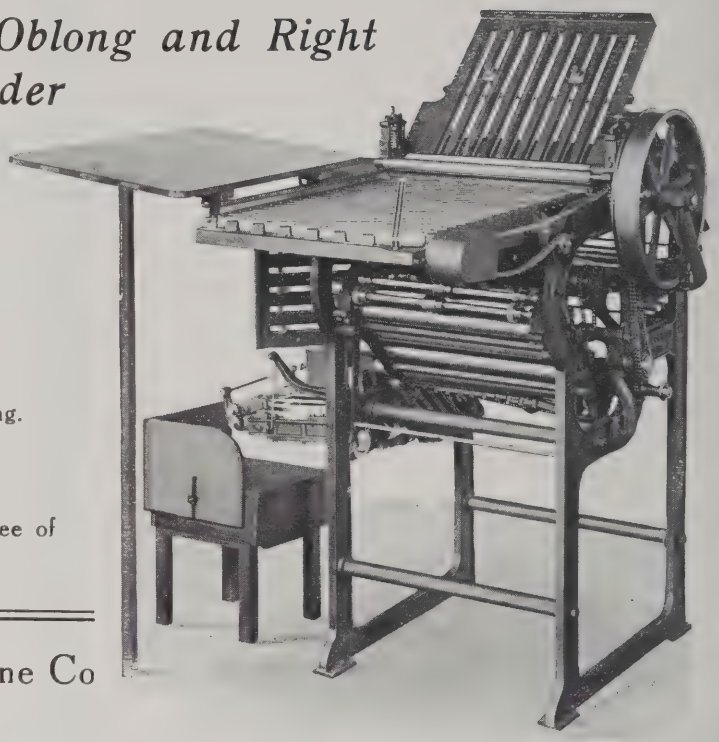
THE AUTOPRESS COMPANY

299 Broadway, New York

ICAGO, 431 S. Dearborn St.
LANTA, GA., Rhodes Bldg.
NDON, ENG., 85 Fleet St.
SAN FRANCISCO, Phelan Bldg.
BOSTON, 176 Federal St.
TORONTO, CAN., Carlaw Ave.

THE CLEVELAND FOLDER

The Efficient Parallel—Oblong and Right Angle Folder

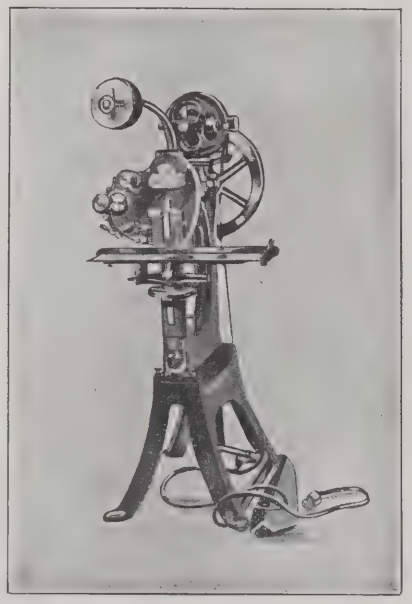


- Perfect Register.
- Highest Speed.
- Greatest Range of Sizes, Sheets 2x3 to 19½x38 inches.
- Largest Variety of Folds.
- No Tapes—No Knives Used in Folding.
- Endorsed by Repeat Orders.
- Installed on an Unconditional Guarantee of Absolute Satisfaction.

The Cleveland Folding Machine Co
Cleveland, Ohio

"PERFECTION" WIRE STITCHING MACHINES

—ARE USED THE WORLD OVER—



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The J. L. MORRISON CO., Inc.
(Head Office) **143 Worth St., New York, U. S. A.**
(Branches) **Chicago, Toronto, London (Eng.) Liepzig**
Write for full particulars

Read between the

Boston Wire Stitcher is the only wire stitcher with new mechanical features

lines and you will

that improve quality while reducing cost of stitching; also, that the No. 7

find that the No. 7

Boston Wire Stitcher, with capacity of from two sheets to seven-eighths inch, is the only wire stitcher that perfectly stitches both the thinnest and thickest work. It is easily first choice for best and most in wire stitching. Look it up!

American Type Founders Co., U. S. A.
Selling Agent "Boston" Wire Stitcher

Letter is the
BODONI

A PRINTING JOB IS AS GOOD AS THE INK
THAT PRODUCED IT.

MORAL: FOR GOOD PRINTING
GET GOOD INK.

For better printing get better ink.
For the best printing get

ENEU BLACK

WITH WHICH THIS INSERT WAS PRINTED

CHAS. ENEU JOHNSON & CO.

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BOSTON

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-nine | Chicago, December 1911 | Number Twelve

The Ben Franklin Movement

Delivered to the Students of the School of Journalism and the Missouri Editorial Association During "Journalism Week" at the University of Missouri, and Later to the Minnesota State Ben Franklin Club.

By Jens K. Grondahl, Editor Daily Republican, Red Wing, Minn.

(*Concluded from November Issue*)

Does Not Complicate Bookkeeping.

By the frequent use of the word "charge," do not be led to understand that all of this is going to complicate your system of bookkeeping because it is not necessarily a part of your bookkeeping, that is, the handling of the accounts of your customers. Correct bookkeeping in your office is quite indispensable to the workings of a cost system but a cost system need not interfere with your bookkeeping. The cost figures are, as will be shown, kept on separate sheets and when they are completed they are used for the information of the man who makes the prices, and the bookkeeping department may or may not know anything about it, until the price of the job is charged against the customer in the regular way. The basis for computing cost of work, experts agree, and experience teaches, should be the sold or productive hour, and how do we arrive at the value of the sold hour? By taking the number of productive hours in your establishment for a given period, say a month, and dividing the total expense of every character by the number of productive hours, you obtain the cost per hour. Repeating this operation every month you can at the end of the year easily strike the average cost per productive hour for the year and that should be the basis for your cost. After you have done this for a twelve-month period you will have included the slack and busy seasons and have arrived at an average. The process of cost finding goes on as long as your business goes on, for expenses do not remain stationary, and it is constant alertness in keeping in touch with one's business which demonstrates to the intelligent publisher whether he is making or losing money.

The Various Steps in Cost Finding.

If you are convinced, as you should be, that you want a cost system for your office, what are you to do? In our office we engaged an expert to put in the system and get it started. It cost us for his services, blanks, etc., and incidentals, less than $100. We were the first country or near-city office, in the State of Minnesota—and probably in the Northwest—to install such a system. That is probably the reason I have been asked at times, although I make no pretentions of being an expert, to discuss the system of cost finding before printers and newspaper men. Whether you have the help of an expert, which is not necessary in a small office, or you install the system yourselves, this is what you have to do:

1. Provide a daily time sheet for each person employed in the composing room and bindery.
2. Provide a daily time sheet for each press and designate the presses by number. (In small shops, some prefer a ticket for each man instead of for each press.)
3. Provide a cost sheet for each job.
4. Provide sheets for summarizing at the end of the month.

Suitable blanks can be obtained ready-printed or you can print them yourselves.

On the time sheet of each employee is entered in the proper spaces, the number of the job, the kind of work, and the time spent on it, one line being used for each job whenever any time is given to it. Time spent in cleaning up, distributing or for any other purpose, is similarly accounted for. When the time sheet is returned into the office at night, as it should be, it contains an itemized record of the workman's time, including the total number of hours, which total may be used in verifying the payroll at the end of the week. The items on the daily time tickets are transferred to the proper job record, or cost sheets, in the office, and thus a complete record is kept of the items of time to be charged against each job.

The daily press reports are handled in the same way, the items of press work being distributed, as itemized, to the job sheets for the different jobs in hand.

The idle time of the presses and the unproductive time of the men is also accounted for and totaled at the end of the month. This idle time is, of course, a direct burden on the productive hours.

Thus a correct record, with its many interesting revelations, is constantly before the eyes of the man in charge.

The job record sheets, furthermore, have spaces for paper, ink and every item which enters into the cost.

At the end of the month your records will show you how many productive hours and how many unproductive hours are credited to men and presses in your establishment. The productive hours, remember, are the only hours which you have been able to sell and they must assume all the burdens of the office and produce the profit, if there is to be any.

Before you find out just what your productive hours cost you at the end of the month, you must have an inventory which shows the value of your plant. You must also have a record, either taken from your books or otherwise ascertained, showing the various expenses of the office for the month. Of taxes, insurance, interest on investment and depreciation for a year, you charge one-twelfth for a month. Include every item of expense for the month and divide the total by the number of productive hours for the month and it will give you the cost per sold hour. Then you add 20 to 25 per cent as your profit which makes the sales price.

Whether an establishment is conducted as one department or divided into several departments the principle is the same.

Publishers will ask how the cost of a newspaper in an office that does jobwork and publishes a newspaper can be ascertained. The accepted way is to make the newspaper a customer of the job department, which is an easy solution of the problem.

If there is any help on the newspaper, editorial force, for instance, that would not be recorded by the job department, the cost of the same can be added to the figures for the mechanical work. If the owner of the establishment or another person divides his time between the mechanical department and the editorial or office work, his time on the mechanical work should be entered the same as that of any other employe and the time he spends at office or general work should be included in the general office, or overhead, expenses and distributed accordingly.

Some Revelations of a Cost System.

Among the revelations which will come to you at the end of the month are these:

That fully one-third of the time of your employes is non-productive and unsalable.

That the presses which you imagine would deliver 1,500 to 1,800 impressions an hour have actually delivered not over 900 impressions an hour, and generally less.

That in every department of your business you have previously figured against your own interests.

That there are innumerable parasites preying on the productive end of your establishment, most of them legitimate, unavoidable and necessary to the conduct of the business, yet many unwarranted and not to be tolerated after their discovery.

That your office, or overhead expenses, may be as great or even greater per hour than the wages, per hour, of your men.

The Cost of Handling Stock.

A word about the handling of stock under a cost system:

Experience has shown that no printer can place paper stock on his shelves at less than a cost of 10 per cent, in most instances all of 15 per cent. Add this to the price of the stock and it is your first cost. When you come to sell that paper in the form of a job, or otherwise, you are entitled to a profit of at least 15 per cent above your cost. If you are obliged to break reams you should charge an extra 20 per cent, the same as the paper houses charge you if you ask for a broken ream. In counting out your paper and in making ready and running the job off the press there is likely to be a waste or spoilage of at least 5 per cent. Unless you wish to pay for these items yourself, the customer

has to pay, and they should be added to the cost of the goods in fixing the price on the job. If stock is furnished, which custom should be discouraged, remember it costs as much to handle it as if it were your own.

Must have Business Methods and Backbone.

The question arises, "Now, if I introduce a cost system and find that I may be obliged to raise my prices what will my customers do?" If you can show your customers that you are making them a fair price, even showing them your cost sheets, if absolutely necessary, any man who is willing to live and let live will concede you a fair margin of profit. If he does not, then he is not the man with whom you care to do business. Many a printer has impoverished himself by lack of business methods and lack of backbone in sticking up for his rights, and some of them have been even too poor to go into bankruptcy, because the creditors would find the expense of a receivership larger than the amount to be realized for the tangible assets at a forced sale. Cut out the unprofitable work you are doing for those unwilling to pay you a profit! You are money ahead by so doing. If you do $300 worth of work at cost or less, rather select a third of it, or $100 worth, which will bring you a profit of 20 or 25 per cent because by so doing you are better off. You reduce the wear on your type and machinery, you reduce labor and expense, resulting in economies which make it possible to earn a profit on a small volume of business instead of incurring loss on a large volume.

Mr. Hartman, of Chicago, one of the fathers of the Ben Franklin Clubs, did $140,000 worth of business the year before he had an adequate cost system and an expert accountant showed him his profits were only $4,300. The first year under a real cost system he did only $111,000 but had a profit of $13,000.

Prices should not be Fixed in Advance.

Even with cost system it is difficult to figure on a job in advance because of the elements of uncertainty, and except it be the most stable jobs such as billheads, letterheads and envelopes, the price of which may be closely approximated, fixing the price should be avoided whenever possible until the work has been completed. The customer should be made to understand that if prices are made in advance you must protect yourself against uncertainties which need not enter into consideration when the work is completed, hence the customer who leaves the price to the honesty and integrity of the printer will, in the end, get the most satisfactory work at the lowest price consistent with good business principles.

Opportunity for Comparison—A Valuable Feature.

One of the most valuable features of a cost system is the opportunity for comparison. If, in a certain department of your business, you discover your cost materially higher than in other establishments, look out for leaks and you will find them; and if your cost shows up considerably below the figures of other offices, mark it down that some charges are omitted and that there is a leakage in favor of your customer. By constant vigilance, study and comparison, you will thus be able to increase the efficiency of your men and machinery, reducing the cost of manufacture to the minimum and thereby make an honest profit for yourself while you are giving your customers the benefit of reasonable prices. A cost system is the anti-toxin injected into your business which kills the germs of bankruptcy.

In some country offices difficulty has been experienced in getting the workmen to fill out properly the necessary time tickets, they presuming it to be an additional check on their diligence. As soon as they learn, however, that the employer cannot bill the customer until he has the time and materials itemized, the difficulty is soon overcome. The salesman in a store makes duplicate record slips of the most trivial transaction, be it a cake of yeast or a paper of pins. Every minute of a compositor's time in the average printing office costs the employer about two cents and since there are 540 minutes in a nine-hour day, the importance of their correct and proper distribution must be fully realized by the workman, or he will not be of much value in the printing business, to himself or his employer, and the sooner he finds another occupation the better for both.

Printers Undervalue Their Time and Ability.

It is hard to conceive, but it is a fact that a great many men in the printing trade, owning their shops, who are thoroughly competent and who would not think of accepting a position for wages at less than $20 to $30 per week, place little or no value on their own time. A printer should be considered an artist instead of a common drudge and the intelligence, the skill, the taste and the experience which enter into his work should be accorded their value and included in the price of his product. A printer uses ink and type and other appliances to produce certain results on paper, very much in the same manner as the painter uses oils, pigments and canvas to produce beautiful pictures. It would be almost as reasonable to value the masterpieces in the Louvre in accordance with the cost of cloth and paint as to base the value of a

skilled printer's work on the cost of paper and ink with the cost of unskilled labor added.

Whatever may be your business, be it printing or groceries, the first requisite for success is that you be perfectly honest, not only honest with your customer but honest with yourself. Most printers have been so honest with their customers that they have not been honest with themselves. If you sell a piece of goods for less than it costs you, you are robbing yourself and your family and you are undermining the craft. You are honest with your customer when you give him full measure and good quality for his money, and you are honest with yourself only when you figure a fair profit on what you have to sell.

Result of Stopping Leaks.

At a recent Ben Franklin Club meeting a cost expert read a number of letters from the proprietors of establishments where cost systems had been introduced. One of the letters called attention to the stopping of leaks, particularly in the waste of time and that help had actually been reduced and the output increased under their new system of cost finding. It said: "We saved $320 on our payroll last month as compared with the same month last year and we are going to save at least an equal amount this month. At the same time we have been increasing the output to full normal capacity which has reduced the overhead cost. Before, we worked like beavers and made 2 per cent, now we are earning 23 per cent, and we are looking forward to 25 per cent." What is true of the big shop is relatively true of the small.

Now that so many printers of the country have ascertained by their cost systems what the prices of printing should be, why not adopt an average and let it go at that without the trouble of working out a system for yourself? The answer to this should be emphatic. By adopting, blindfolded, the average costs and prices you are not getting acquainted with your business nor do you gain that knowledge and experience necessary to stop leaks, increase efficiency and practice economy.

What a Cost System Means.

Now what does an efficient cost system accomplish for the printer?

It makes him master of his own business instead of being its abject slave.

It compels him to take at least an annual inventory of his entire office, which is absolutely essential not only in figuring interest on investment, depreciation, etc., but also in case of possible adjustment with the insurance companies in event of fire.

It teaches him thoroughly to understand his business and enables him to reap the benefits resulting from such knowledge.

It gives him a definite understanding of what it costs to produce every item that he sells and the opportunity to obtain for his goods a price which includes a real, not an imaginary profit.

It compels him to realize the value of his machinery and makes him insist upon its proper care, because new machinery means not only additional investment of money but also an increased cost of doing business and a correspondingly higher cost for every productive hour.

It enables him to meet competition intelligently; the study of costs among printers being not for the purpose of combination, but to meet competition on a business basis.

It teaches employes the value of time, that waste of time means loss of four or five times the amount of wages and the value of every item that makes up the cost of a job of printing, resulting in varied economies.

It inculcates in employes the fundamentals of a cost system which will eliminate unintelligent and ruinous competition in the future, because when the employe some day becomes an employer he will be firmly rooted in the principles of a cost system.

It places the printer and publisher on an equality with the rest of the business community in the eyes of his bank, because his improved business methods, with the certainty of better financial results, entitle him to confidence and credit.

It inspires the publisher with increased confidence in himself and increased respect for himself, and thereby he becomes more potent in his own affairs and a stronger factor in his community.

It leads him from darkness to dawn, from chaos to cosmos, from dependence to independence, and from the path of thorns to the crossroads where a little gold glitters.

It enables him to look the world squarely in the face and say, "I ask no odds of any man. I am as good as the manufacturer, as the business man, as the physician or the lawyer, and I am collecting by honest, systematic, business methods what I am entitled to of this world's goods."

It means a competency at the close of life when productiveness ceases, while Nature yet calls for food, clothing and shelter and custom demands some of the comforts and quiet pleasures of life.

It will teach him exactly what it costs to produce the newspaper he publishes and to place a

correct price on a year's subscription or an inch of advertising.

It means a revelation upon which the wise printer will forever after base his business creed.

A cost system means to the country publisher precisely what it means to the city printer—it gives him a true chart by which to steer.

It should be noted in passing, and with the greatest emphasis, that of even greater value, primarily, than any cost system which ever has or ever will be devised, is the awakening of the printer to a realization that his business is in a bad way, and since there is nothing except a comprehensive cost system that can fully awaken him to that realization, such a system is of many-fold value, it teaches him his duty, it arouses his ambition, strengthens his determination and spurs him on.

A Word to Those About to Enter Upon the Business.

To students of this great University of Missouri, who contemplate entering on the life of journalism and printing, I cannot too strongly impress the importance of starting right and avoiding the rocks and shoals which the bitter experience of their predecessors have shown to exist where there is lack of system and intelligent business methods. The editor cannot give his best services to the cause of the community unless he is independent in thought and comfortably independent as regards his daily bread. With advancing ideas and increasing opportunities, there should be no need for those who have first been blessed with the splendid training of a great University like this to repeat the mistakes which their chosen profession has hitherto made, nor to fail in attaining that goal of success for which every ambitious young man should strive. Among the things they will realize, perhaps more than the generation which has gone before, is the value of co-operation such as is offered by the Ben Franklin movement. Not only will such co-operation bring about results in their own shops, which this paper has tried to point out, but it will also protect the trade against demoralization by engraving establishments that sell direct to customers or take jobs for printing, wholesale paper dealers who do the same, and the stamped envelope business of Uncle Sam himself, or any other interloper that tries to deprive the local printer of the business that rightfully belongs to him.

In conclusion let me ask you a question which you should answer every day of your business activity:

"What are you in the printing and publishing business for—to wear out your body and brains for nothing and throw in for good measure your capital without compensation, or to acquire an influential, comfortable and independent position in life?"

And in parting let me leave with you a famous saying of that wonderful intellect, the most noted of printers, from whom the Ben Franklin movement derives its name: "Gentlemen, let us all hang together, if we don't we will all hang separately."

WISCONSIN GETS CHAPTER OF NATIONAL JOURNALISTIC SOCIETY

A chapter of the national journalistic fraternity, Sigma Delta Chi, was installed at the University of Wisconsin on November 3rd.

Eighteen students in the course in journalism at the University are the charter members of the society. The installation ceremonies were conducted by Laurence E. Sloan, grand secretary of the society and president of the De Pauw University Chapter.

The honorary membership of the Wisconsin: W. W. Young, '92, of the Hampton-Columbian Magazine; Richard Lloyd-Jones, ex-'97, formerly associate editor of Collier's Magazine and now editor and owner of the Wisconsin State Journal; W. T. Arndt, ex-'96, of the New York Evening Post; M. C. Douglass, '93, editor of the Dunn County (Wis.) News; Eric Allen, '91, on the Seattle Post-Intelligencer.

The active members initiated were John L. Childs, Eau Claire, Wis.; S. O. Blythe, son of Samuel G. Blythe of Washington, D. C.; Farnham, Wichita, Kansas; W. D. Little, Little Rock, Ark.; C. C. Wells, Freeport, Ill.; Harlow B. Brown, Kewaunee, Ill.; C. W. Horner, El Paso, Ill.; Karl M. Mann, Milwaukee; W. D. Richardson, Milwaukee; H. G. Arnsdorf, Eau Claire; R. B. Ebert, Baraboo, Wis.; T. R. Hoyer, Winneconne, Wis.; A. H. Kessler, Evansville, Ind.; C. C. Chambers, Geneva, Ill.

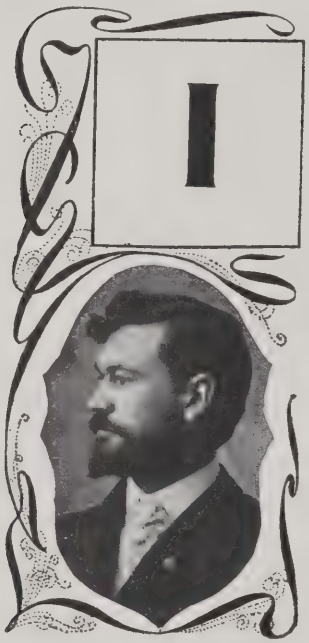
A curious coincidence is that of the 14 active members only five come from Wisconsin. The associate members include J. Clyde Marquis, managing editor of the Country Gentleman, formerly agricultural editor of the University; F. L. Holmes, and F. W. MacKenzie of LaFollette's Weekly; L. W. Bridgman of the Associated Press; Horatio Winslow of Puck; P. P. Lochner of the Cosmopolitan Student Magazine; and Prof. W. G. Bleyer and Grant M. Hyde of the course in journalism at the University of Wisconsin.

A committee has been appointed at the University of Wisconsin to investigate the charge that student correspondents of metropolitan papers are sending out false reports concerning the university.

"Cadillaqua" Carnival is the name selected by the Detroit Board of Commerce Contest Committee for the gigantic water fete in Detroit next July, which thence on will be made an annual event in Detroit like the Mardi Gras of New Orleans. William E. Blaine, 1322 Townsend Avenue, Detroit, was the winner of the automobile offered for the name selected. The committee considered over 30,000 names submitted from every State inthe Union. Detailed arrangements for the Carnival have been started this month. Every sport known to men will be arranged in Detroit during Cadillac week. There will be no charge for any of the program, the plan being to take care of the entire expenditure by subscription from Detroiters.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.



I SUPPOSE a great many people wonder why there are so many failures in the way of newspapers, too. With me the fact, however deplorable, has ceased to be a wonder. I have switched to wondering how, under the circumstances on which I shall touch briefly before I have done, the percentage of failure isn't greater.

Is it not true that the average publisher of a country weekly looks upon the paper itself as a mere excuse for his assumption to do business? In order to get into the printing business, establish himself in the town, and draw support from the local people and business concerns, he has started a newspaper, which, frequently even before well begun, he proceeds to neglect for the more (?) lucrative branches of the trade. I have searched my brain for a simile, but I do not know of any other situation that resembles it.

The average publisher of a country weekly treats the paper itself with little more consideration than that an ordinary country merchant bestows upon the old wheelbarrow which he keeps at his back door for carting about his heavy bales and boxes. It is only a vehicle with a purpose of secondary importance to serve, and as such is worthy of very little of its owner's time and thought.

"A mediocre sheet is appreciated quite as much as a good one," says the average country publisher. "Outside of the ads, the paper is all dead loss, anyhow; only a small per cent of the public know a good paragraph from a poor one; and, if there's anything wrong with the mechanical features, no one but a printer will be any the wiser."

So the work of making the average country weekly is slighted, rushed, sandwiched, slapped together any old way, one might say, or, at best, with matter written with disgust or little thought or care, all so that the wise and mighty "editor" (so frequently a sad misnomer, and again so truly applied in the word's real sense) may devote his time and energies to hustling and delivering job printing and advertising orders—things in which popular opinion says there is more money.

But, indeed, is there more money outside and independent of the newspaper itself? Yes and no. If the paper is run like the average, perhaps yes; if it is run right, emphatically no.

It is a matter of common faith that a daily newspaper can be run at a profit, even in the comparatively smaller town, without a job-office in connection; but that a weekly paper can be run profitably that way is as yet too modern an idea for general acceptance. The idea is so new that even I myself do not endorse it; nevertheless I know there are several of such in the United States today. I know to run a weekly newspaper so that it will pay, independently of the job-printing branch, is not beyond possibility. Thus is the publisher at liberty to devote all of his time and attention to the development of the sheet, both as a promulgator of the news and as a business proposition. And by such development only is a newspaper made profitable. Still, in very small towns, where neither the newspaper nor the job office could reasonably make good singly, the two can be, and very probably always will be, worked together.

As intimated, the chief reason why country weeklies are so generally unprofitable is merely because they are run in an unprofitable, unbusiness-like way. In the first place, usually an insufficient subscription price is asked. In the second place no determined effort is put forth to collect even this inadequate aid toward defraying the expenses of publicaion. The credit plan is almost invariably the rule in country newspaper offices. The paper is sent to anyone and everyone who will accept it, and such cash as finds its way to the office till, through the

channel of subscriptions, the editor grabs with the same glee that the average small priest gets out of donations from folks outside his flock, or that is felt by the prodigal when he gets money from home. The publisher's sole aim seems to be to build up a big circulation—in itself a worthy object—no matter whether the subscribers ever pay a cent or not; there's no money in the paper itself, anyway, and at best, it is but the thing of least commercial importance about the shop.

The average country newspaper-maker doesn't stop his hustling job work long enough to count the cost of publication. Reportorial effort, editorial labor, composition, proofing, proof-reading, corrections, imposition, make-ready, press-work, folding, paper ink, paste, postage, freight, drayage and express wear and tear on type and machines—these are things, phantom-like, which, if they ever have crossed the path of his conscience, have been thrust aside, or dodged, as men evade one afflicted with the plague. He pushes these facts down into some deep, dark corner of his heart, closes the trap-door and sits upon it, until his creditors come along and drag him from his seat by the cuff of the neck. He bestows upon these pertinent facts of cost the same sickly tolerance which poor men give to such extravagance as the tobacco habit. They are bad, and they cost money, they may even mean one's ultimate downfall; but life is too short to worry about such things!

It is true that human life is entirely too brief to admit of worry over anything; but there's a big difference between worry and sound, purposeful contemplation. The one undermines and degrades; the other builds up and fortifies. These costs of publication form a strong line of facts with which every country publisher must learn to cope and overcome by securing for his product, the weekly paper, a fair and just price. I know by experience that $1.00 per annum is not enough.

Instead of the newspaper being the most insignificant branch of the country printing office, it is by far the most important, and, exclusive of the advertising feature, it can, and should, be made to return to the proprietor a profit fully as alluring as that from the jobbing department. This is possible, however, only by counting the costs, fixing a commensurate selling price, and then putting the quantity and quality of work upon the sheet which such an institution deserves.

As I suggested in a foregoing paragraph, the desire to create a wide circulation for one's publication is a proper impulse, and anything honorable that will tend toward the achievement of this object must be approved; but first among the qualities that get new subscribers and keep old ones is making a good newspaper. That's an old-fashioned idea that will never go out of date. In my opinion, it is impossible for the most talented man of our calling to make his paper too good. It may be true that he'll give his readers more than their money's worth; but in that case the only solution is: Raise the price. That's what other business men do when they have an extra good article to sell. That's why the men in many other callings are riding in automobiles of their own, too, while most of the county editors are still walking.

Let the news-service be ample, the editorial work excellent, the mechanical work high grade, the issue regular as clock work, the price right and the collection of subscription accounts as prompt and inevitable as that of any other just bill, and the circulation of the average country weekly will increase in hundreds and the publisher prosper in the same degree that men in other less worthy callings prosper.

Regular readers of this department of the National Printer-Journalist will have no difficulty in remembering that in a late installment the editor of this department asked to hear from publishers who had adopted the "cash-in-advance-stop-at-time-of-expiration" plan in connection with the subscription department of their papers, and the following interesting letter from Brother Dean C. Trippler, Canova, S. Dak., is the first to come in answer to that call. This letter should be read closely by every practical publisher who has the habit of perusing "Newspaper Criticisms":—

Canova, S. D., Sept. 16, 1911.

O. Byron Copper, De Soto, Wis.

Dear Friend:—In your department of the last number of the National Printer-Journalist I note that you expressed a desire to hear from some of the publishers who have changed to cash in advance subscriptions instead of the old way of extending indefinite credit to their readers. Of course, there are a lot who have had more experience with the plan than I have, but nevertheless, I want to say a little about it, as I like it O. K., and would not go back to the old way under any circumstances.

The Herald has been on a cash-in-advance basis only since the first of last July, but in that little time I have become convinced that it is the only proper system for a country newspaper and I believe it will not be long before every paper will be conducted that way. It will take a long time for some of the old "moss backs" to break away, but I am sure they will some time when they see the plan is all right. I go over my list about the 15th of every month and make a list of all the subscriptions that expire the first of the next month and mail them a notice calling their attention to the fact that we are running strictly cash-in-advance and will stop the paper unless they remit at once. Those who do not re-

mit before the first of the month receive another notice, telling them that they will not receive another issue unless they send us the money for another year.

I find the plan works fine. Of course, some do not remit, but most of them come across with the coin when they miss the first issue. I always stop the paper when I tell them I will, as it shows them that we are running our business on business principles and mean what we say. Fully nine out of every ten who come in to pay up congratulate us and say that they like the new way and they wished all papers would do the same. Of course it hurt a little at first to cut off some names, but at such times I would look over the list of old subscribers whom I had to drop because they were three or four years behind and who never have paid up. After figuring up what I had lost this way it wasn't hard at all to cut off those who didn't renew, because I considered myself with the thought that I might as well cut them off as send the paper for several years and then have to drop them and not get a cent from them. I don't deny the fact that possibly I lose a few who would pay all right during the year, but I believe the percentage is so small that it will not be noticeable.

They say that a "bird in the hand is worth two in the bush." I believe one reader who is paying his $1.50 in advance is worth a whole half dozen who probably will pay and probably will not. If you send the paper to one man and do not get any money from him, it takes the profits from several good paying subscribers to balance that, so I believe it pays better to have a little smaller list and get paid for all of it, than to have a large list and run the chances.

I only hope all publishers of small papers will try the plan and in the end it will be better for all.

Yours very truy,
DEAN C. TRIPPLER,
Publisher The Herald.

A careful reading of Brother Trippler's letter as reproduced above, impresses one that he has said about all there is to express on the subject; nevertheless, I will write a line or two more, even if I am compelled to only repeat. There are some vital truths in this subject that will stand repetition many times, until the whole newspaper fraternity have taken the same tumble to themselves which Dean C. Trippler and I confess to have taken. Strange enough, it was only last July that I, too, scraped together all the courage at my command and went boldly in on a cash-in-advance-stop-when-up plan. My experience has been almost a duplicate of that confessed by this South Dakota brother. The plan I have followed has been almost identical, also, with that which he says he follows: First, I sent out to all delinquent subscribers a series of follow-up letters, explaining my new scheme, and containing statement of account. The subject was also thoroughly covered through feature stories and editorials in the paper. Finally all delinquents whom it were possible to see personally were visited and hundreds of dollars were collected. Then all who had not responded to these efforts, were taken from the subscription lists, the amounts against them drawn off on my ledger in a "sundry subscription account." Regular monthly statements were rendered these regularly and a fair percentage of them have been heard from—some "having come across with the coin," as Brother Trippler says, and others with promises to pay. Now, on or about the 15th of the month each subscriber whose subscription expires during the current month is notified by postal card as follows:

This card is not a dun, but merely a notice that your subscription to The Bi-County Argus expires this month, and a courteous invitation for you to renew.

You have doubtless read of my new system. The cash-in-advance-stop-when-up plan was lately adopted at the suggestion of many of my subscribers. It is for our mutual good, and I'm sure it will please you.

According to the new system, if I do not hear from you within two weeks from date of this card, I will conclude that you do not want the paper another year, and your name will thereupon be dropped from the mailing list.

Two copies of the Argus will be sent you after the mailing of this notice, however, and, since I have just installed a costly new power press, with a view toward giving you a bigger and better news service, I earnestly urge you to renew your subscription.

I thank you for your loyal support in the past, and hope you like the paper well enough to continue your membership in the delightful Argus family.

Assuring you of my confidence and good will, I remain, Yours truly,
De Soto, Wis. O. BYRON COPPER.

This card usually brings prompt returns; although there is a certain per cent, as Brother Trippler also intimates, from which I have as yet failed to hear. I am confident, however, that in time, when they have become accustomed to the new order of things, practically all of my old subscribers will be reclaimed. The average mortal has an abhorrence of a dun; and, although I have put my most serious thought—and a lot of it—into the wording of the above notice, so as to render it inoffensive, yet there are some who insist upon referring to the card as a "dun." This idea that they are being "dunned," of course, offends some; but, as I say, I believe they can get used to that sort of thing, the same as we business people have gotten used to it. The houses, for instance, with whom we do business, do not spare our feelings any in this respect. The adoption of the cash-in-advance-stop-when-up plan in my office last July has cut down my circulation about 250 copies; but it has put a new power press into the shop, a new gasoline engine, new power fixtures, made the enlargement of the paper from five- to six-column possible, put in a new proof press, some new type, rules, etc., made it easier than ever before to meet my current bills and given my

two workmen a raise of a dollar each per week. As I put it to those who inquire, the new plan has reduced my circulation a little, but materially increased my cash balance at the bank. I should explain that I believe with reason that the loss in my case is larger than would necessarily be true with the average weekly inaugurating the new system. This is so because something like two years ago now, or a year and a half prior to my adoption of the new plan, I had held a piano contest, which always pads a subscription list with a lot of worthless names. Such subscribers do not want the paper and never intend to pay more than the dollar or two which they have dug up for the contestant who secured their help. But, most assuredly, they'll let the paper keep right on coming for a lifetime, without protest, if the publisher is willing. He mustn't expect any pay, however, for the accommodation. And, if he is foolish enough to keep right on sending his product without compensation indefinitely, I don't know as he should ever ask any pay, either. There is one point more, at least, which Editor Trippler brings out, and which we should notice carefully: The paper should be stopped promptly on the time the notice says it will stop, to show the public that the publisher means business and is running his newspaper on business-like principles. I intend to complete my work of establishment of the new system by sending out a sample copy of my paper to every old subscriber who has been taken off the regular mailing lists since the adoption of the new plan, together with the last of the series of follow-up letters, in the latter of which he will be asked to renew and come back and be good. I hope this may be the means of reclaiming a great many. I need not repeat that I am just like Brother Trippler in that I wouldn't go back to the old system on a bet.

Fowler, Kan., September 11, 1911.

O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—Since I received so much benefit from your criticism of the Gazette a few months ago, I am taking the liberty to send you another number for further criticism. We have endeavored to improve the quality of the ad. composition and the general make-up.

In this issue I call your special attention to our front page. We called it an "Educational Number," as it was principally about our schools.

I just received the last issue of the Printer-Journalist and have read it with much interest.

Yours very respectfully,

I. J. STANTON.

In my work in this department I can't bother my head much about what I have said about a former specimen of the same paper under review. I am here to treat of things as they are at present, and I am pleased,indeed, to note that the Fowler (Kansas) Gazette is a dandy. This "Educational Number" is printed on enameled stock—not a regular feature, I judge. There are so many fine half-tones (including one of each of the editors and proprietors) that the better finished paper was advisable. I want to say a word or two more about the editors and proprietors: They look to be young chaps; one, the senior member of the firm is I. J. Stanton (a good name, I tell you) and the other, the junior member, who has (or had on last September 1st) just taken unto himself a better half and bought a half interest in the Gazette, is C. C.

THE FOWLER GAZETTE

Fowler Public and High School Faculty for the Year 1911-12

FOWLER SCHOOLS OPEN NEXT MONDAY

Educational Number

FOWLER ACADEMY AND ITS MISSION

No. 1

Row (a name which is good or bad, according to the way he pronounces it.) Exhibit I will give the reader a clear idea of the excellent front page of this special-like edition of the Gazette. Brothers Stanton & Row (I guess the former lad is guilty of most of it, though), maintain a wide-awake editorial department. Most of the matter, however, is clipped from exchanges, but there's some stuff ground out in the home sanctum, too; and the fact that it's set double column under the caption of "Passing Paragraphs," makes it attractive. There's a heap of other good stuff in the Gazette, also, and the whole is printed in a very creditable fashion. The advertising patronage accorded by the local shops and stores is highly pleasing to me, as I trust it is also to the Gazette's proprietors.

and in the main this has been treated in a fairly creditable style. However, there is yet room for vast improvement in the ad-composition. The type faces in use are excellent—every one of them—and the results ought to be better The compositor should study very closely all high grade specimens of advertisement composition and learn the simplified use of brass rule. He should bear in mind, with the material in his hands, the very highest grade of advertisement composition is possible. I will conclude by congratulating Brothers Stanton & Row upon the fact that no displayed ads are permitted on the front page of their paper. It helps wonderfully. The new co-editor's initial "bow" to the public is especially good, too.

Hutchinson, Minn., Sept. 16, 1911.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—We do not happen to be subscribers to the National Printer-Journalist, but received a sample copy the other day, and, on looking it over, the writer became interested in your department—"Newspaper Criticisms," and wondered what you would think of the make-up and general appearance of our paper, The Hutchinson Leader. An eight-column page is hard to make up to the best advantage and sometimes we don't have as much time as we would like to have, but we think that the paper generally looks "pretty decent." If you have room for a little criticism in your department, we would appreciate it. Am sending copies of the last three issues under separate cover.

Very truly yours,

THE LEADER PRINTING CO.,

Percy E. Avery.

Brother Avery is right; he is right in both facts mentioned; An eight-column paper is a

THE HUTCHINSON LEADER.

SEARCH FOR STOCKADERS

WE'RE IT ON CORN

McLEOD COUNTY'S BEST IN THE STATE

SEMINARY DEDICATION

FORMAL EXERCISES SEPTEMBER 24

SEMINARY GETS SEWER

BY CONTRIBUTING A THOUSAND CASH

MANY HUNTERS TAKE LICENSES

FINE FOOD UNTOUCHED

MUSHROOMS IN McLEOD COUNTY

JOHN BEACH GOES SOME

PAID $40 AN HOUR HIDING THINGS

J. A. WALKER GOES IN IDAHO

ROYAL BAKING POWDER

Absolutely Pure

The only Baking Powder made from Royal Grape Cream of Tartar

No 2

big proposition for a make-up man; but the make-up on the Hutchinson Leader gets some mighty fine results. Exhibit 2 will illustrate one of the best of these. In many respects this big Minnesota weekly would serve as an inspiration

WE are Now Showing all the New Things for Men and Boys to Wear.
FITFORM CLOTHES FOR YOUNG MEN
Our New Fall Stock is now complete. It embodies all the clever conceptions of good taste and combines all the new style features of the season.
All the newest and most exclusive Styles, made by the House of Kuppenheimer and Ederheimer Stein.
Handsome New Colors and Fabrics in these Suits for Men and Youths,
designed and Tailored by America's foremost style producers from the newest fabrics, are offered you here.
Men's blue serge suits, two or three button coats, $13, $15, $18 to $30.
Men's new coronation browns, $12 to $28.
Men's grays and steels, $12 to $28.
THE season's newest hats and caps in large and varied assortment
25c, 50c to $1.25
Right now is the time you should acquaint yourself with the season's newest styles. Come in and see them
OUR new fall shoes combine all the important features possible to get at any price. Tan and black. Button and lace.
$3.50 and $4.00
Pingree Shoes
Lanpher Hats
Summit Shirts
J. A. TMEY, One Price Clothier.

No. 3

to live editors looking for suggestions: The first page is made up with special headed news stories of more than mediocre merit, and a feature story or two is evidently not beyond the capa-

No. 4

bilities of the Leader editors, as evidenced in the issue of September 8, wherein an interesting little story is told about a woman who as a child was contemporaneous with the Sioux massacre in Minnesota in the early sixties, and was taken

captive by the savages. The reference to these stirring incidents, as can be imagined, made a good little newspaper story; and it was cleverly told, too. Other pages of the sheet contain correspondence and short locals, not to mention liberal advertising spaces, the latter being treated in a much-better-than-the-average fashion, as Exhibits 3, 4 and 5 ably demonstrate. The man who set these ads has a good working knowledge of the art of ad-composition. I like his styles and methods of display, panelling, etc. The regular edition of the Leader consists of

Brabec & Kohler
First Showing of the
New Fall Garments
We cannot recall the time when our announcement of the first showing of the new season's garments has given us such genuine pleasure.
in such points as correct style, high quality of workmanship, desirable models, snappy creations, perfect fit and full, complete values, we are abundantly able to please you. These garments all carry this label—
"THE Palmer GARMENT"
For many years the reputation enjoyed by this line has not been equaled, and this reputation, secured through merit only, is guarded jealously. The garments are made in the best possible manner. Not only do the garments excel in style and fit, but they render the service so much required.
We most cordially invite you to come in and see the new Fall styles. While we shall not object to making sales, we want you to understand that the prime motive at present is to show the coats—to have you come, inspect and try them on and pass your judgment. You are sure to be pleased with the showing that is ready for you.
Extra Special Prices on All Our
Wool Dress Goods
Last week we advertised these. The response was ready and to the purpose, we have already sold many yards under price. There are many who had not the opportunity to profit by these
WONDERFUL BARGAINS
We have therefore concluded to extend the time of this sale ANOTHER WEEK. These goods, at the present prices, are without a doubt, most remarkable bargains, but only a personal examination will convince you.
All 50c Wool Dress Goods at 43c
All 75c Wool Dress Goods at 58c
All $1.00 Wool Dress Goods at . . . 85c
All $1.25 Wool Dress Goods at . . . $1.07
All $1.50 Wool Dress Goods at . . . $1.27
All $1.75 Wool Dress Goods at . . . $1.50
We cannot bring them to you---you must come to us.

No. 5

eight pages of eight columns each, but it is increased in the number of pages, as circumstances require; it is an all-home-print sheet, with interior pages made up of the inimitable A. P. A. plates. There is an excellent department of editorials, of a commendably progressive trend, and in a diction intended to delight one who notices such things. A "Want Column" is maintained, in which is inserted all the people's wants, but, regretably, other paid locals are sandwiched in with the news items. They are set solid, however, and separated from the news matter by short dashes. It would be fully as profitable to the advertiser, and much better for the Leader, were these little ads all classed by themselves somewhere under an appropriate heading. Coming back again to the front page, I might suggest that less white space between the principal lines in the double-deck heads would improve appearances, and I prefer an inverted pyramid to the hanging indention deck, as used in these headings. However, withal, the Hutchinson Leader, as its publisher suggests, is a "pretty decent" looking sheet.

~ ~

Vandalia, Mo., October 7, 1911.

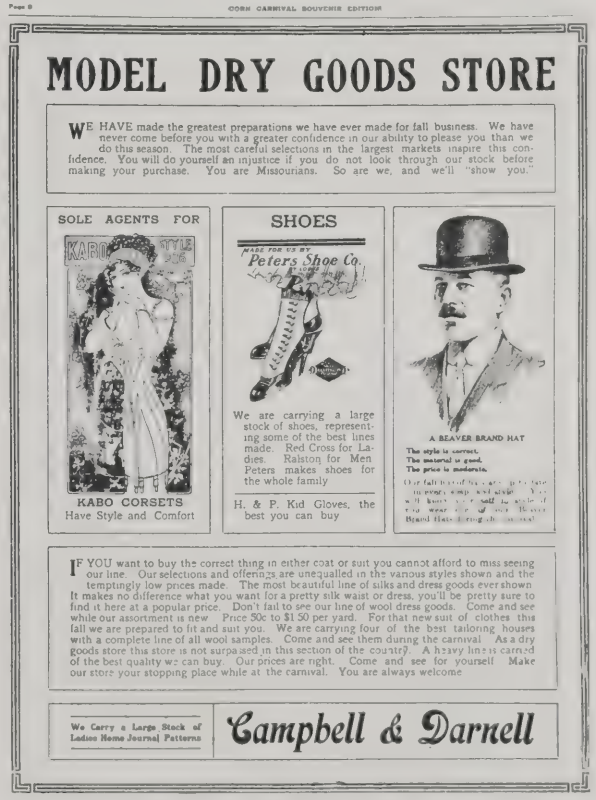
O. Byron Copper, De Soto, Wis.

Dear Sir:—Last month I sent you a copy of the Vandalia Weekly Mail, containing a four-page advertisement for one firm, but suppose you did not consider it worthy of mention as I did not see it in the National Printer-Journalist.

Under separate cover I am sending for your inspection a copy of the Vandalia Weekly Mail, Souvenir Corn Carnival Edition.. Yours very truly,

F P. WILSON.

It may be true, as Brother Wilson alleges in the foregoing letter, that his four-page advertisement was overlooked, mislaid or miscarried, and, again, it may be that the review of this rather more than ordinary contribution appeared in a later number of the National Printer-Journalist, which had not yet come out at the


Page 8
CORN CARNIVAL SOUVENIR EDITION
MODEL DRY GOODS STORE
WE HAVE made the greatest preparations we have ever made for fall business. We have never come before you with a greater confidence in our ability to please you than we do this season. The most careful selections in the largest markets inspire this confidence. You will do yourself an injustice if you do not look through our stock before making your purchase. You are Missourians. So are we, and we'll "show you."
SOLE AGENTS FOR
KABO CORSETS
Have Style and Comfort
SHOES
MADE FOR US BY
Peters Shoe Co.
We are carrying a large stock of shoes, representing some of the best lines made. Red Cross for Ladies. Ralston for Men. Peters makes shoes for the whole family
H. & P. Kid Gloves, the best you can buy
A BEAVER BRAND HAT
The style is correct.
The material is good.
The price is moderate.
IF YOU want to buy the correct thing in either coat or suit you cannot afford to miss seeing our line. Our selections and offerings are unequalled in the various styles shown and the temptingly low prices made. The most beautiful line of silks and dress goods ever shown. It makes no difference what you want for a pretty silk waist or dress, you'll be pretty sure to find it here at a popular price. Don't fail to see our line of wool dress goods. Come and see while our assortment is new. Price 50c to $1.50 per yard. For that new suit of clothes this fall we are prepared to fit and suit you. We are carrying four of the best tailoring houses with a complete line of all wool samples. Come and see them during the carnival. As a dry goods store this store is not surpassed in this section of the country. A heavy line is carried of the best quality we can buy. Our prices are right. Come and see for yourself. Make our store your stopping place while at the carnival. You are always welcome
We Carry a Large Stock of Ladies Home Journal Patterns
Campbell & Darnell

No. 6

time the aforesaid letter was written. I must needs write these criticisms some months in advance, as in all magazines much matter for publication must be prepared months ahead. At any rate, I could not pass this special "Corn Carnival Edition" of the Vandalia Mail without notice, if my eye chanced upon it at all, for its general excellence is enough to hold the gaze of one who loves nicely printed things even less than I. This special issue is in magazine shape,

somewhat larger than the National Printer-Journalist. It is printed on S. and S. C. book

THE CORN SHOW THIS WEEK

Our Good Clothes Show all the Year Round

Welcome thrice welcome, to Vandalia, in the days when corn is king!

We unite with all the merchants in Vandalia in welcoming you. Come to this store as a guest, if not as a patron. We'll show you the largest and best stock of strictly high grade merchandise outside of the two metropolises of Missouri

Featured Prominently

Because of acknowledged leadership in style are the clothes of The House of Kuppenheimer, those master craftsmen, who have advanced the ready for service clothing industry to a science, whose products are recognized even in the fashion centers of the world as the last word in Correct Apparel. We show a remarkable assortment of Kuppeheimer chevoits, worsteds, thibets, English homespuns, serges, vicunas. The lines in staple blacks and blues were never more complete. Never did we show a greater selection. In young men's models there will be found all the accepted styles, including the now popular English sacks, the demand for which is at its height among the best dressed men of our foremost cities. Every desire, mental and physical, of men of all ages and tastes has been anticipated and met in our clothing display. In furnishings, shoes, in fact in every article pertaining to a well dressed man's make-up you'll find us prepared to serve you with right styles and at prices representing a sharp saving to you. Don't fail to visit us, if only to inspect, during the progress of the corn carnival.

Remember we are headquarters for ladies' ready-to-wear dry goods, rugs, carpets and floor coverings

Copyright 1911 The House of Kuppenheimer Chicago

F. P. DYE & BRO. MERCANTILE CO.

Vandalia, Missouri — The Store Where Quality Counts

No. 7

BUY -IT- NOW

Now Is The Time To Buy Your Winter's Coal

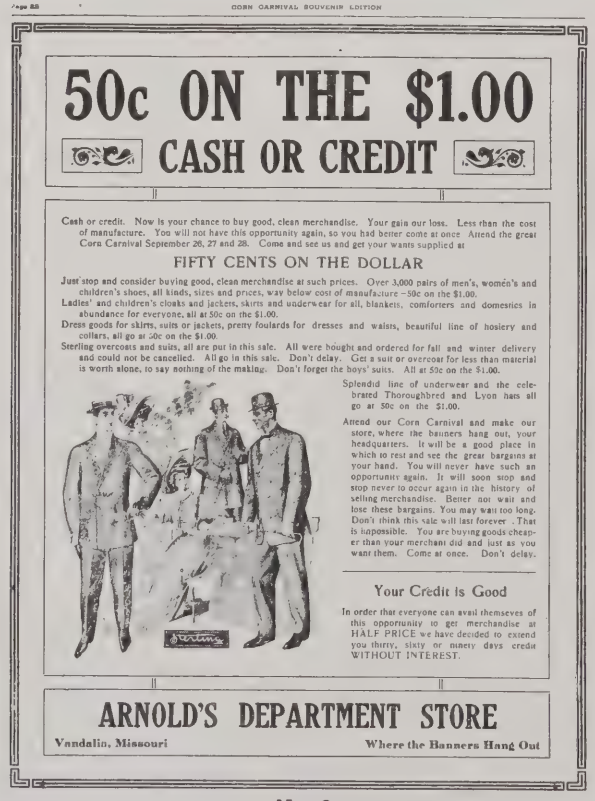
While the roads are good and the supply is plentiful. The Standard's hand picked white ash soft coal is the best you can buy for cooking and heating stoves, furnaces and grates. There is no coal just as good. Phone us your order now. The mine is four blocks north of the Vandalia Milling Co.

THE STANDARD COAL CO.

THIS being our Fifteenth year in business in Vandalia, we extend to each and every person of Vandalia and vicinity greetings, wishing you all an abundant harvest, a pleasant play time and a good winter. While looking for a place in which to live, a place to educate your children, a place to invest your savings, we can heartily recommend Vandalia as being as good and a little better town her size than any other town in this or adjoining states. We have found it so, and can say the same to you. While attending the carnival drop in and see us. Always glad to see you. J. A. B. KEITH

No. 9

paper and covered with heavy golden-rod stock, on which the red and black printing is strikingly appropriate as a color scheme. Just enough



50c ON THE $1.00

CASH OR CREDIT

Cash or credit. Now is your chance to buy good, clean merchandise. Your gain our loss. Less than the cost of manufacture. You will not have this opportunity again, so you had better come at once. Attend the great Corn Carnival September 26, 27 and 28. Come and see us and get your wants supplied at

FIFTY CENTS ON THE DOLLAR

Just stop and consider buying good, clean merchandise at such prices. Over 3,000 pairs of men's, women's and children's shoes, all kinds, sizes and prices, way below cost of manufacture—50c on the $1.00.

Ladies' and children's cloaks and jackets, skirts and underwear for all, blankets, comforters and domestics in abundance for everyone, all at 50c on the $1.00.

Dress goods for skirts, suits or jackets, pretty foulards for dresses and waists, beautiful line of hosiery and collars, all go at 50c on the $1.00.

Sterling overcoats and suits, all are put in this sale. All were bought and ordered for fall and winter delivery and could not be cancelled. All go in this sale. Don't delay. Get a suit or overcoat for less than material is worth alone, to say nothing of the making. Don't forget the boys' suits. All at 50c on the $1.00.

Splendid line of underwear and the celebrated Thoroughbred and Lyon hats all go at 50c on the $1.00.

Attend our Corn Carnival and make our store, where the banners hang out, your headquarters. It will be a good place in which to rest and see the great bargains at your hand. You will never have such an opportunity again. It will soon stop and stop never to occur again in the history of selling merchandise. Better not wait and lose these bargains. You may wait too long. Don't think this sale will last forever. That is impossible. You are buying goods cheaper than your merchant did and just as you want them. Come at once. Don't delay.

Your Credit is Good

In order that everyone can avail themseves of this opportunity to get merchandise at HALF PRICE we have decided to extend you thirty, sixty or ninety days credit WITHOUT INTEREST.

ARNOLD'S DEPARTMENT STORE

Vandalia, Missouri — Where the Banners Hang Out

No. 8

red is used to brighten the job without making it gaudy, a taste which every printer unfortu-

cavil that its author is an artist of the first class. The edition's contets are second to nothing of the kind I have ever seen. There are some

Garage and Machine Works

We have on hand at all times automobile gasoline and oil. All kinds of machine supplies

Stickney Gasoline Engines ARE THE BEST

Certainly a Charmer!

The Gasoline Engine I bought several months ago is certainly a charmer. I have given it some good tests on my well drill and it never shirked once. I could not recommend it too highly, for I have all the praises for the Stickney as a power of satisfaction.

Albert Bakken, Garrison, N. D.

We want to repair your automobiles and other machines. Come and give us a trial

John S. Hechler, Prop.

No. 10

thirty-eight pages, exclusive of the cover and fly-leaves, filled with matter of which the follow-

ing is only the briefest synopsis: Historical and descriptive articles about the city of Vandalia: its modern conveniences, schools, libraries, churches, lodges, manufactories, mills, mines, sketches of prominent citizens, business and professional people, advertisements, etc. From a literary standpoint the contents of this number are good, and that word must be changed to the superlative degree in describing this book as the product of a country printery. Once in awhile I detect evidence of defective impression—not quite enough squeeze—but this is practically the only fault to be found in the entire volume. In the mechanical make-up, and especially in the advertisement composition, I am brought to realize again that there are other printers who know fully as well as I what is correct and proper with reference to the art of assembling display type and rules, and how to

CORN CARNIVAL SOUVENIR EDITION
MAKE YOURSELVES AT HOME
IN OUR STORE
WE DESIRE ALL OUR FRIENDS TO CALL
LEAVE YOUR BUNDLES AND WRAPS WITH US
And while here we would be pleased to have you look over our stock
It is our aim at all times to have in our store a complete stock of the best grade of goods the market affords. General hardware, tin and enamel ware, stoves and ranges, vehicles of all kinds, farm wagons, everything in farm machinery, deep well pumps, pipe and pipe fittings, wind mills. We are also prepared to execute all kinds of sheet metal work, plumbing and heating, by experienced workmen.
Don't forget the place
On South Main Street
McCARROLL & HITCH

No. 11

execute it. A few paragraphs back I advised the Fowler (Kansas) Gazette ad-compositor to study high grade specimens of composition, and here in Exhibits 6, 7, 8, 9, 10 and 11 I have some ideal examples to set before him. These ads are superlative samples of high grade composition, from which anyone can learn something by contemplation. They embrace about everything I would recommend and practically nothing that I would caution to be eschewed. Take, for instance, Exhibit 6: Note the ample and correct white margins; the one-point rule for inside boxing; the accuracy of the panel-work; the uniformity of margins and style of faces; the exquisite treatment of every detail. As extraordinary as the fact may seem, not one of these fine features is absent from any of the ads in this collection. This is, forsooth, as fine an aggregation of displayed spaces as I have ever had the pleasure of examining.

Clark, S. D., September 17, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Enclosed find a few samples on which we would appreciate your criticism in the National Printer Journalist. If you have space to reproduce them, please send two copies of the Journalist containing them to the Clark Courier, with bill, and oblige, ROY A. BAST.

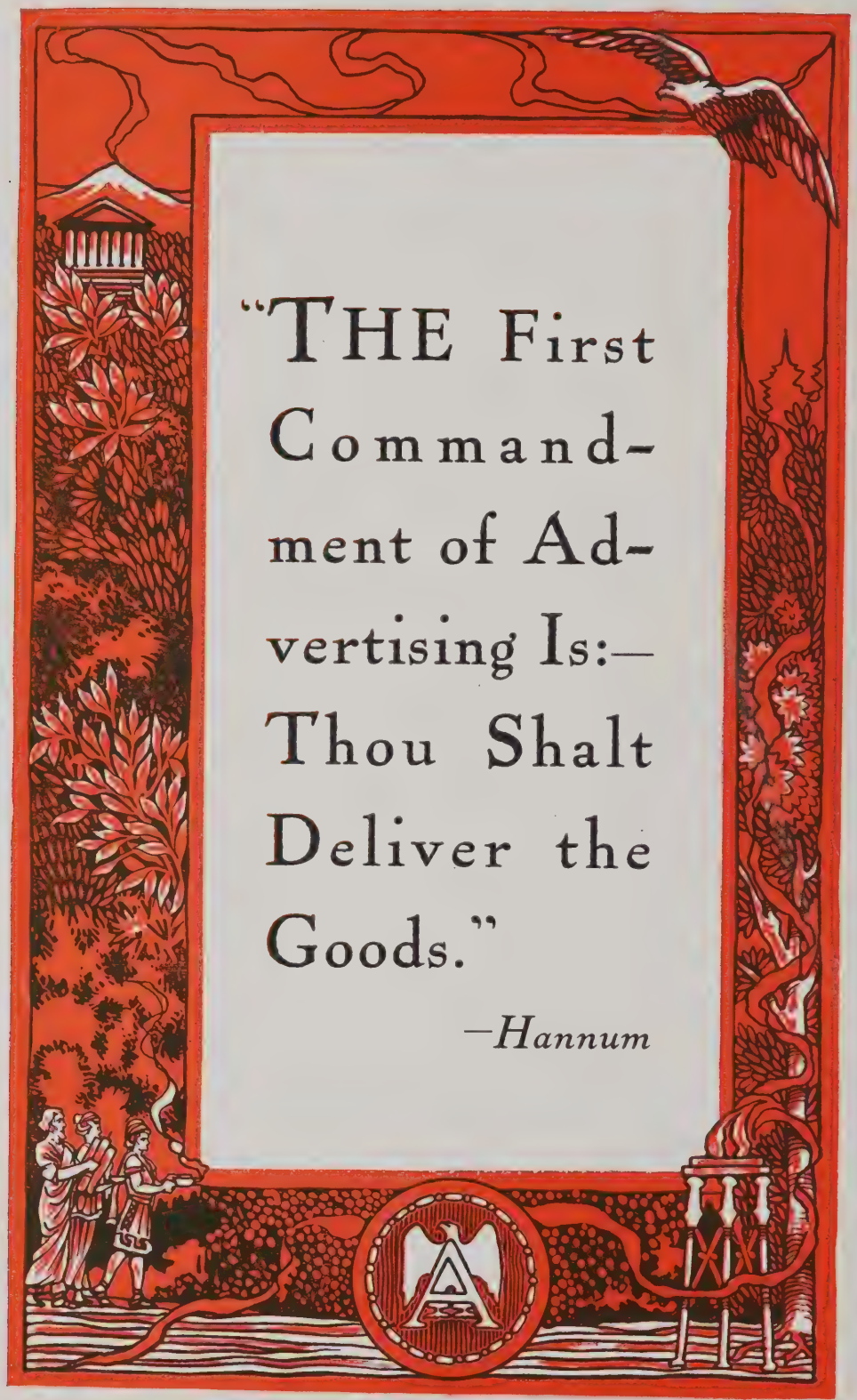
Since but one of these specimens from Brother Bast seem to be appropriate for a department of newspaper and advertisement review, I have sent the others to Mr. Hanson,

McGaan, Baarsch, Ware Co.
THE QUALITY STORE
New Fall Styles Are Now Ready
¶ Beautiful new Coats from the famous Wooltex and Siegel factories. You are most cordially invited to visit this store. We want you especially to see our splendid new garment Department on the second floor. This is a store in itself and the finest salesroom in this section of the state. We are trying to make this store your store, and your visit will be appreciated. Don't think you must buy. We want you to look around and make yourself at home and see the Beautiful New Merchandise for fall and winter
Blankets and Bedding
Knit Coats
Quality Store Beaver Shawls
Hunters' Togs
Quality Store STYLES Are Right
Skirts
Furs
OUR EXCLUSIVE MERCHANDISE
The Store that Sells Wooltex

No. 12

who will doubtless deal more intelligently with them than I could. The one specimen I have reserved for consideration in this department is shown as Exhibit 12. This is surely a faultless newspaper advertisement. The panelling, although of a highly intricate nature, is most admirably executed, the display is rightly brought out, and everything handled in a highly skillful way. The man who laid this ad out knows a thing or two about ad-designing. The

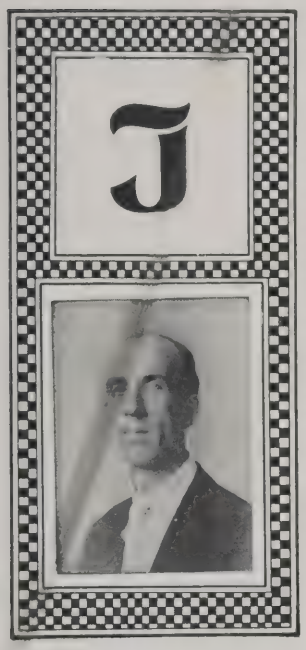
(Continued on page 846)



From the "Progressive Papers," House Organ of American Writing Paper Co., Holyoke, Mass.

REVIEW OF JOB PRINTING

Address all communications to E. S. HANSON, 440 S. Dearborn St., Chicago, Ill.



JUST now one might make a guess that we are due to have a Christmas of the real old-fashioned kind, such as we used to to have when some of you older fellows and myself were learning the trade, and occasionally missed a holiday sleigh-ride party because 500 quarter-sheet bills for a Christmas dance had to be run off by hand on the big Nonpareil jobber. Those were the days when the "Sophomores" in the office, so to speak, took particular pains to tell us the exceptional educational advantages which went with a position at the crank of this same jobber. Shrewd fellows! They saw that we were determined to learn the trade, and caught us in our weakest spot. And being successful in getting us installed at the motive end of the press, they forthwith sought the backdoor into the hallway and betook themselves to various places where life was not so strenuous as in the print-shop. They looked upon the office as a place to be avoided as much as possible, while to use it was the inner shrine of the temple of Art. For it we would sacrifice our pleasures, our meals, our evenings at home or among our friends.

But I am getting in a reminiscent mood, as one is so apt to do when the thought of Christmas comes with the passing of the seasons. After all, though, that is one of the chief values of the holiday time—to renew our youth, to take us back to our kindred, to brush the cobwebs off our ideals, to show us that there is something to live for besides the grind of mere existence. Now I have boys of my own who have a printing press in the basement and are almost old enough to learn the trade in real earnest. And in their lives, and the lives of others still younger, I live over again each year the Christmases of the past, and feel the better for it.

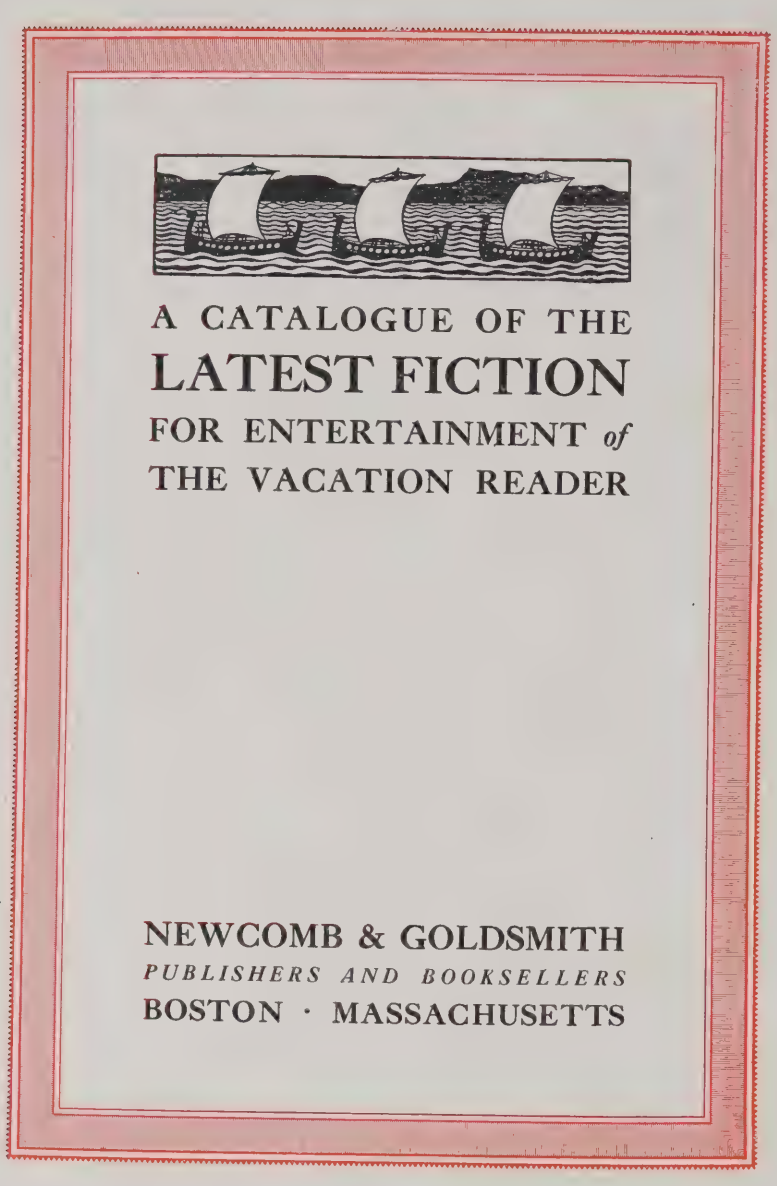
But speaking of these boys of mine, where are they going to learn the trade, in case they should take a notion to follow in the footsteps of the "Old Man" and be doers of things with ink and type? You who work in city offices know that there is little opportunity for an enterprising boy to get very far in these places. He will here have an opportunity to learn some one little process of the trade exceptionally well, but aside from that the "art preseravtive" will not mean much to him. It is one of the pities of our modern system of concentration and specialization that the possibilities for the development of the all-round man are growing less and less each year. The consequence is that the positions of importance where a knowledge of the business in all its various phases is demanded, are being filled by fellows from the country—men who have learned how things should be done by actually doing them themselves.

If my boys have anything in them, I want them to have an opportunity to develop it; so I think I shall have to send them out among some of you all-round men in the country, where they can sweep the office, wash the rollers, feed press, set auction bills, read proof, run errands, and do all the other things which make for a broad and liberal education in the art.

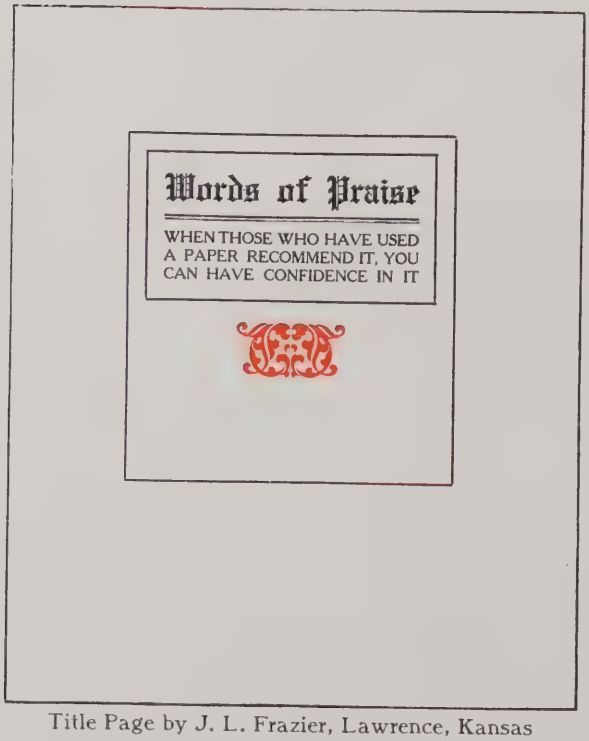
I have several times thought when I have been going east that I should call over at the typographic department of the American Type Founders Company in Jersey City. But my time is always more than full, and this pleasure has had to be foregone, along with many others. But it shall not happen again. For I am in receipt of a letter from Mr. Frank B. Berry, manager of that department, which has marvelous drawing power. He says:

My Dear Friend Hanson:—

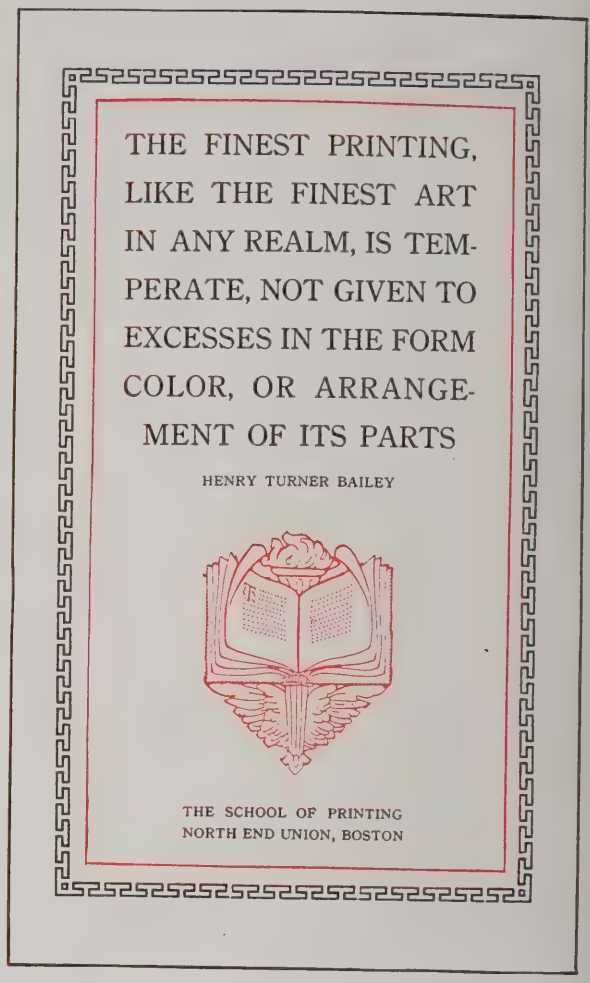
Can't you hang your office coat on the rack, and share with someone the joys and tribulations which come to you over your desk? We do occasionally have the pleas-



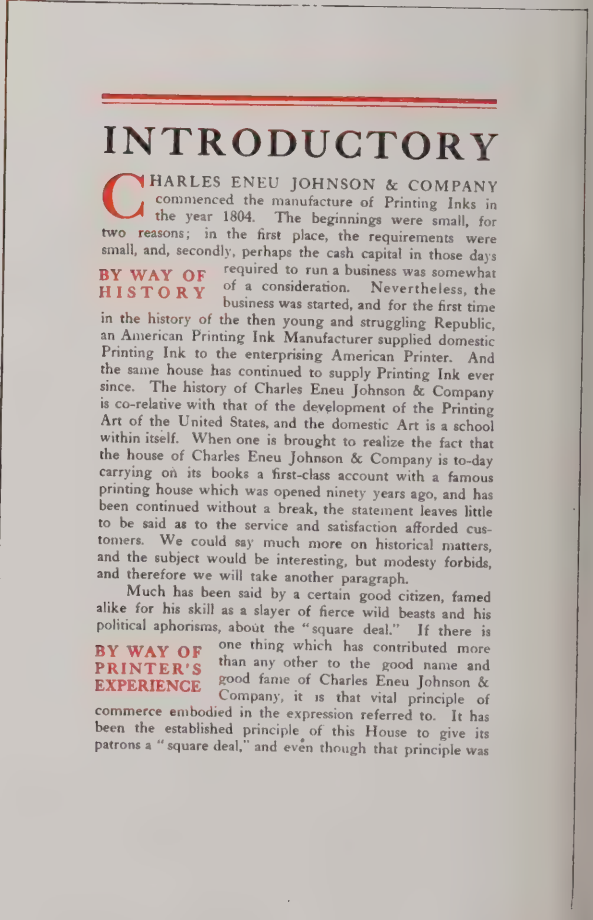
Clipped from an H. C. Hansen Foundry Circular



Title Page by J. L. Frazier, Lawrence, Kansas


THE FINEST PRINTING, LIKE THE FINEST ART IN ANY REALM, IS TEMPERATE, NOT GIVEN TO EXCESSES IN THE FORM COLOR, OR ARRANGEMENT OF ITS PARTS
HENRY TURNER BAILEY
THE SCHOOL OF PRINTING
NORTH END UNION, BOSTON

By the North End Union School of Printing, Boston


INTRODUCTORY
CHARLES ENEU JOHNSON & COMPANY commenced the manufacture of Printing Inks in the year 1804. The beginnings were small, for two reasons; in the first place, the requirements were small, and, secondly, perhaps the cash capital in those days required to run a business was somewhat of a consideration. Nevertheless, the business was started, and for the first time in the history of the then young and struggling Republic, an American Printing Ink Manufacturer supplied domestic Printing Ink to the enterprising American Printer. And the same house has continued to supply Printing Ink ever since. The history of Charles Eneu Johnson & Company is co-relative with that of the development of the Printing Art of the United States, and the domestic Art is a school within itself. When one is brought to realize the fact that the house of Charles Eneu Johnson & Company is to-day carrying on its books a first-class account with a famous printing house which was opened ninety years ago, and has been continued without a break, the statement leaves little to be said as to the service and satisfaction afforded customers. We could say much more on historical matters, and the subject would be interesting, but modesty forbids, and therefore we will take another paragraph.
BY WAY OF HISTORY
Much has been said by a certain good citizen, famed alike for his skill as a slayer of fierce wild beasts and his political aphorisms, about the "square deal." If there is one thing which has contributed more than any other to the good name and good fame of Charles Eneu Johnson & Company, it is that vital principle of commerce embodied in the expression referred to. It has been the established principle of this House to give its patrons a "square deal," and even though that principle was
BY WAY OF PRINTER'S EXPERIENCE

A Publicity Page From a Well Known Ink House

Page From a Booklet by Breyer Printing Company, Chicago

SOUTHERN TELEPHONE
UNITED TELEPHONE

The QUARRYVILLE SUN

HOWARD REYNOLDS, PUBLISHER

ISSUED TWICE A WEEK

$1.50 A YEAR IN ADVANCE

Letter Head by J. C. Witmer, Quarryville, Pa.

QUARRYVILLE, PA. [ ]

ure of calls from representatives of other trade magazines, but do not recall that you ever looked in upon us.

You don't know what are missing, Friend Hanson. You certainly must have occasion to make a trip East now and then. Won't you be good enough to look in upon us the next time you come this way, for I know you will find much of interest in going over the Central Foundry, and I know you would be particularly interested in spending some time with Mr. Bullen in the Library and Museum.

We now have our own luncheon club in the building and therefore, when you come this way, be sure and drop in at luncheon hour which would give you an opportunity of meeting all of your friends at the luncheon club.

Even Daddy Herbert has cut us out of late, as we have not had the pleasure of a call from him—well, the Lord only knows when. There may be some excuse in his case, but I really see no reason why you so persistently ignore us. Everyone comes to New York and generally with increasing frequency.

Sincerely, FRANK B. BERRY.

The readers of the department may be interested in some correspondence which passed recently between A. A. Ballard, of Seiling, Oklahoma, and myself, relative to the price to be charged for a job. The job in question is a school report blank, 5x7 inches in size, printed both sides, with rule border around the matter on one side and considerable tabulation on the other. It is printed on bogus bristol.

Dear Brother Hanson:

I am enclosing a sample of a school report card for your inspection and for the purpose of receiving some information.

What would you consider a reasonable price for the first 100 cards of this nature? I am not in touch with an expert printer just at this time and because of that fact I am asking your opinion, that I may compare it with my own and see how far I am out of line.

For 250 of these cards I made a price of $4.50. It looked big to the school district when they could buy the stereotyped kind for $1.50 to $2.00 per M. Really, however, the cards cost me all that I got out of them. But a country printer twenty-five miles from a railroad is pretty liable to do just such tricks as these if he does not try and keep posted. That is the purpose of this communication to you—to get the idea of a professional in the business.

Hoping not to incommode you in thus taking up your valuable time and assuring you that your information will be greatly appreciated, I am respectfully,

A. A. BALLARD.

* * *

Mr. A. A. Ballard, Seiling Messenger, Seiling, Oklahoma.

Dear Sir:—I am pleased to receive yours of November 7th in regard to the price on 250 cards like sample inclosed.

If I were estimating on this I would figure 25 cents for stock on 250, one dollar for press work, and four hours composition. The price of this latter item would depend on the rate of wages you are paying, but probably could be figured in your town at 50 cents per hour. This would make the price of the completed job $3.25.

Of course, this estimate of mine is made on the basis of a compositor's time being always filled. That is the way we figure in Chicago, where it is possible to get extra men for extra work and thus employ only the requisite number of men for the work in hand. If you are so situated that the man would have much idle time, this has to be taken into consideration in establishing a rate at which his product shall be sold.

I am always glad to have inquiries of this kind and shall be glad to take up such matters with you at any time.

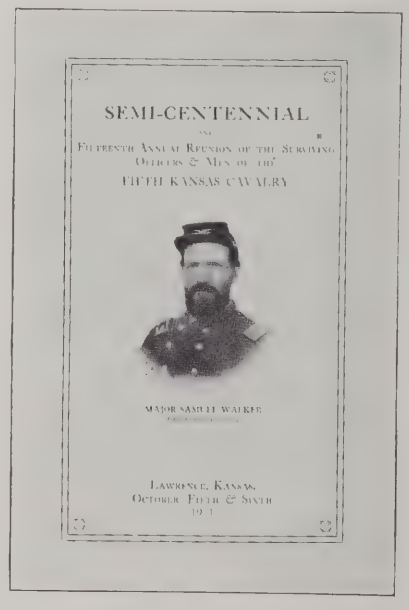
Yours very truly,

E. S. HANSON.

Wm. Knutzen, 1733 N. Halsted, Chicago, is an adept in the use of rule for advertising display, as present and former contributions to the department tend to prove. Mr. Knutzen is with one of the ready-print houses and has got the typography of announcements of forthcoming features down to a fine point. He seems to have unlimited varieties of rule at his command—and he ought to have, for he knows how to use this material to the best advantage. His Scotch panel work used in an announcement of a golf feature is not only appropriate but is very well executed.

I learn in a roundabout way that D. C. Silve, formerly of New Orleans, and Paul Knesthardt, formerly of Port Clinton, Ohio, are holding down top-notch positions in New York City. Have they forgotten this department entirely?

J. L. Frazier, Lawrence, Kansas.—The cover page of your centennial program is delightfully balanced from a typographic standpoint, but I


SEMI-CENTENNIAL

AND

FIFTEENTH ANNUAL REUNION OF THE SURVIVING OFFICERS & MEN OF THE

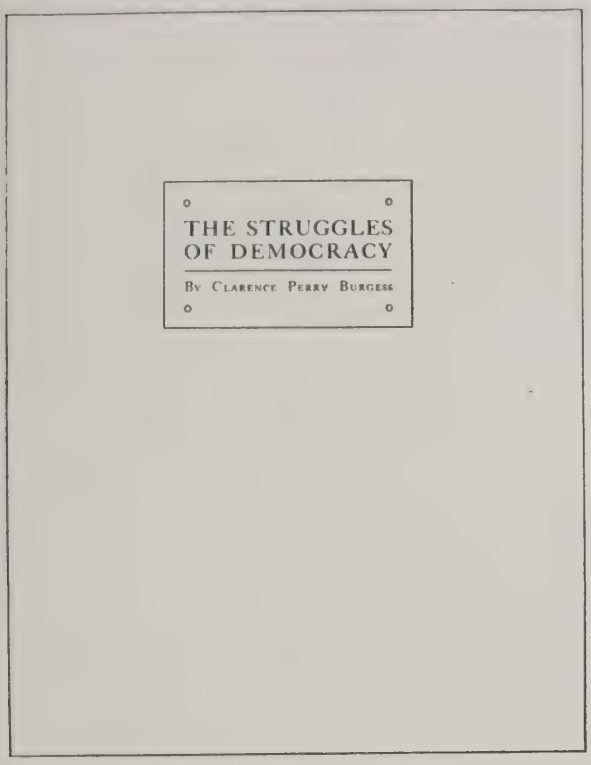
FIFTH KANSAS CAVALRY

MAJOR SAMUEL WALKER

LAWRENCE, KANSAS.
OCTOBER FIFTH & SIXTH
19 1

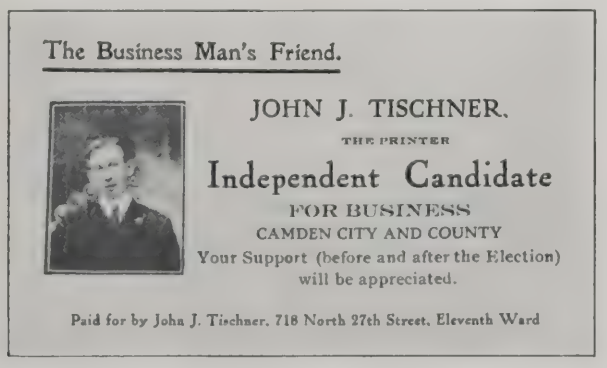
can scarcely agree with your subordination of "Fifth Kansas Cavalry" to "Semi-Centennial." I believe the former should be made the strong line. A similar criticism might be made of one of your other covers, on which "Kansas State Music Teachers Association" is made very small,

and subordinate to "Fourth Annual Convention." Your cover for "The Struggles of Democracy" is not improved by the four ornaments in the corners. This cover would be much improved by taking out these ornaments and throwing the type matter farther up in the panel, making the margin above the title the same as



that at the sides. The space below the type could, I believe, very well be left blank, or a band of border could be run across the bottom to square it out. Leaving the space blank would give you much the same effect as you have secured on your "Words of Praise" title, which is very satisfactory.

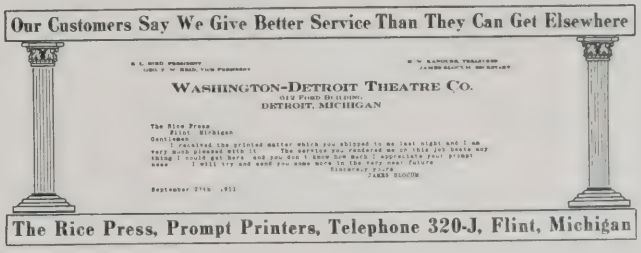
New Jersey has a law which compels all candidates for political office to state who pays for their advertising. John J. Tischner of The Camden Times has made use of this fact to draw attention to his own shop, getting out a


The Business Man's Friend.
JOHN J. TISCHNER.
THE PRINTER
Independent Candidate
FOR BUSINESS
CAMDEN CITY AND COUNTY
Your Support (before and after the Election)
will be appreciated.
Paid for by John J. Tischner, 718 North 27th Street, Eleventh Ward

card in imitation of a candidate's card, announcing himself as a candidate for printing business, and saying that he has paid for the card himself. It is not particularly well printed, but the idea is a good one and ought to make a hit.

We are all of us glad to learn that Hal Osgood is now with the specimen printing department of the American Type Founders Company at Jersey City, N. J. No better proof could be had that his ability is being recognized. The Christmas announcement of the American, a delightful folder which most of you have no doubt seen, is a specimen of his work.

There is one peculiar feature about this blotter. Notice that line at the bottom. It contains four distinct statements—the name of the firm, the nature of the business, the telephone number and the address—four statements which are ordinarily supposed to receive separate treatment, and the conventional arrangement of which would give them a wide range of type from 6 point to 24; and yet here they are, all in one line, one style and size of type, no distinction being made between the name of the firm


Our Customers Say We Give Better Service Than They Can Get Elsewhere
WASHINGTON-DETROIT THEATRE CO.
DETROIT, MICHIGAN
The Rice Press, Prompt Printers, Telephone 320-J, Flint, Michigan

and the number of the telephone hanging on the wall. I cannot but believe that there is something back of this—a wish to familiarize the public with the number of the telephone, to get people to remember that they can call up and place their orders without taking the time or trouble to make a personal visit to the office. It emphasizes the idea of promptness which the words before it lead one to believe is the specialty of this concern, and the man who has a strong imagination will probably picture in his mind a clerk at the other end constantly at the telephone waiting to take his order and rush it through with all speed. While I cannot approve the style from an art standpoint, I feel like calling up these people on the long distance right now and having a talk with them—so forcibly has this matter taken hold of me. It would be interesting to know just how many people took down the receiver and placed an order when they received a copy of this blotter, and I should thank the Rice people to write me if they have any data on this point. I would imagine it would do its work immediately if at all; for it is not the kind of a blotter one would treasure for very

Rogers, Peet Clothes Shop

724 SPRAGUE AVENUE
Spokane, U. S. A.

"Christy" Hats

A Letter Head by Stutes, Spokane

GUIDE TO EXHIBITS

at the

Ohio Poultry Show

1912

Held at
COLUMBUS, OHIO

Under Auspices of
Poultry Fanciers' Association
of the State of Ohio

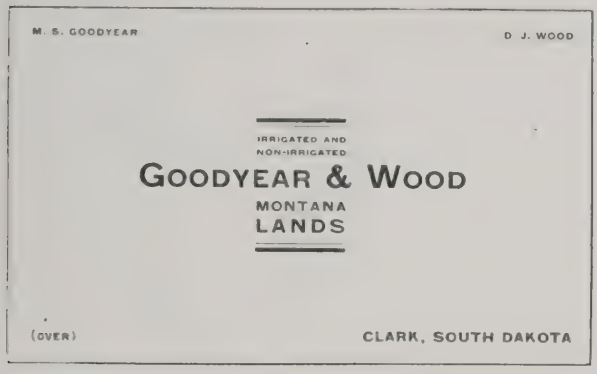
8 PT. BLACK AND WHITE BORDER NO. 1. 60 INCHES, $1.50
PARISIAN FANCIES NOS. 100 AND 101, 25C EACH

From a Recent Keystone Foundry Specimen Sheet

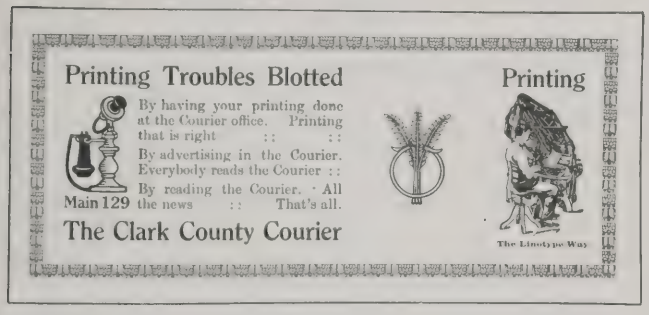
long, having no particular art features to recommend it.

E. S. Holmes is with The Buffalo Bulletin, Buffalo, Wyoming, a paper which advertises "Job printing done while you wait." Most of the specimens do not look like this class of work, however. The card for the bank is the only one I feel like criticising. This should have the body matter set narrower, squaring it out with the display lines.

Roy A. Bast, Clark, S. D.—Your blotter is a very fair piece of composition, and it has been



given such good treatment on the press as to increase its value amazingly. I consider the


Printing Troubles Blotted
By having your printing done at the Courier office. Printing that is right :: ::
By advertising in the Courier. Everybody reads the Courier ::
By reading the Courier. All the news :: That's all.
Main 129
The Clark County Courier
Printing
The Linotype Way

card which I am showing as good a piece of Gothic composition as I have seen for some time.

Park Athey, Holly, Colo.—As near as I can remember by thinking back a number of years, your hand-bill is much better than my first job. It is certainly very creditable; but let me tell you that it looks better to you now than it will a few years from now. For I feel sure you will develop a great deal in the next few years, and will be doing work with the best of them.

J. B. Miller, Editor of The Banner, Bucklin, Kansas, sends me a program in two colors of the printing contest conducted under the auspices of the Inter-State Editorial Association These were to be awarded at the meeting of the association at Liberal, Kansas, about the middle of November. I am glad to give the details of the contest, as they may serve to stimulate other organizations to do likewise:

Class A—Letterhead in colors.

Class B—Letterhead, one color.

Class C—Envelope in colors.

Class D—Envelope, one color. Contestant limited to two specimens in each of above classes.

Class E—Best collection of printing. This includes everything in printed matter. Not less than six specimens shall be entered in this class and specimens entered in Class A, B, C, and D not eligible. All specimens must be printed in the office from which they are entered.

Class F—Best made-up front page.

Class G—Best made-up editorial page.

Class H—Best general make-up. But one specimen may be entered in each class but the same paper may be entered in each.

Class I—Best advertisement. Any size. One or more specimens may be entered. Three awards will be made in each class. Ribbons, loving cups or prizes will be given the winners. No person may receive more than one award in each class.

Here is a job which would be a delight if it were not for that rectangular ornament in the middle. (I refer to the Ohio Poultry Show job on one of the color pages.) Why it was put there I cannot imagine, unless the compositor used it in an attempt to give unity and an inverted pyramid effect to the other ornaments. But they would, I believe, take care of themselves, especially with the date placed a little lower on the page. The job is taken from a specimen sheet of the Keystone Foundry Company, showing their Keystone Expanded, a new type which lends itself unusually well to title and cover work. (See page 40 in colors.)

J. C. Witmer, Quarryville, Pa.—Of your jobs the letterhead is much the better. Red ink seems to be especially well adapted to bring out all the defects of rule work, which is one of the chief faults of your bill head.

On one of our color pages I am showing a page from a booklet by the Breyer Printing Company of Chicago, the people who do the admirable presswork on the National Printer-Journalist. The booklet was produced to advertise the business of the company which it is well calculated to do. The page shown is a group of covers of work which has been produced at the Breyer printery.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY

OFFICE OF PUBLICATION:

4618 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union, 10s. 6d.

CHICAGO, DECEMBER, 1911

It is with sadness that we have been called upon to record, this month, the death of another of the Past-Presidents of the National Editorial Association, Hon. W. S. Cappeller of the Mansfield, Ohio, News who had served the calling and the Association with signal ability and success. We have little to add here, to what is fully given elsewhere in these pages. He was a man of generous impulses and strong friendships. He believed in the newspaper calling as a noble profession of greatest opportunities and highest obligations, and fully lived up to his sentiments and beliefs. How he improved these opportunities and performed the duties of service to his community and constituency are told at length by those in his own home city, who are best situated to know and qualified to judge.

It is some satisfaction to know that he left worthy sons and a daughter to take up and continue his work. E. B. Cappeller has been elected to succeed his father as president and general manager of the News Printing Co., while W. G. Cappeller succeeds to the position of Secretary and Treasurer of the company, and his daughter, Mrs. C. E. Miller—who frequently accompanied her father, previous to her marriage, in attendance on conventions of the N. E. A.—succeeds him in the directorate of the company. Other officers of the business organization remain unchanged.

Of the twenty-six Past-Presidents of the National Editorial Association, W. S. Cappeller is the fourth to die. The others who have passed away are: Chas. A. Lee of Rhode Island; R. H. Thomas of Pennsylvania, and Hon. Matt. Parrott of Iowa. Considering that nearly all the men, who have served as Presidents of the Association, were well along past forty and most of them past fifty years of age when chosen to the presidency, it is worthy of thought that time has dealt kindly with them, and death has spared them beyond the limits of life of the average among so great a number of elderly men. Of the twenty-five Past-Presidents of the United Typothetæ of America, organized two years later than the N. E. A., only seven now survive and the ages of these were very nearly the same as of those who have presided over the National Editorial Association. We all must depart this life sooner or later, but may a kind Providence give length of days and pleasant growing-old, with joy and peace, to all who remain.

* * *

In this issue of the National Printer-Journalist is given an account of the proceedings of the first convention and banquet of the Ben Franklin Club of America, furnished by the Secretary in accordance with a resolution unanimously passed by the Club in convention. The Ben Franklin Club of America, properly and wisely, recognized the services of the trade press of the Nation to the organization and to the cause of the better business methods that it represents. Without the earnest seconding of efforts for progress by the papers devoted to the calling, any great advances would have been impossible. This, in no way, detracts from the honor due to the leaders, but the thankful recognition of services rendered by the press, and the provision made to aid the trade papers, as far as possible, in their future work and services, show wise, considerate and honorable leadership. The convention was in every way a great success and without, in any way, antagonizing or interfering with the oldest National organization, the United Typothetæ, or its work, the Ben Franklin Club of America, starting with a membership of 1,139, promises much benefit to the members of the printing craft and allied industries and trades, that are admitted to equal and full membership. The movement to organize, as departments, all branches and interests of the graphic arts, so that there may be unity of action and advancement, and harmony all along the line, is a most encouraging feature of the new organization. The printing business is made up of many parts, and it is not enough, for full, well-rounded accomplishment, to have only the owners of the printing offices informed and well grounded in intelligent, economic, productive, profitable shop-engineering and a correct system of ascertaining costs and fixing just and adequate prices, but all branches must advance together in harmony and complete accord.

* * *

Joe Mitchell Chapple, with his worthy brothers, has made a most satisfactory success of the National Magazine at Boston, Mass. He and his brothers have each and all grown and rounded out, as men of business and of mental strength and grasp, with the development of the splendid publications for which they now have a new and worthy home. On November 23rd, the editor, J. M. Chapple, held a house-warming in the new plant erected for the Chapple Publishing Company, as the home of the National Magazine, "Heart Throbs," "Happy Habit," "Heart Songs" and other Chapple publications. The name, home, is most appropriate, as a place from which eminate all these publications that appeal to hearts and homes and are especially prized at this season of the year devoted to the remembering and giving gifts to loved ones among relatives and friends.

An added interest to this "house warming" was the fact that on the same date, and occasion, Mr. & Mrs. Chapple celebrated their twenty-fifth or silver anniversary and were kindly remembered by hosts of friends. The Chapples have many warm friends among editors and publishers throughout the Nation who will rejoice over their well-being, their joys and success, and who can and will add to the pleasures of their success by kindest words of appreciation.

* * *

President Nelson of the American Type Founders Co., needs no introduction to the readers of the National Printer-Journalist. He is known and esteemed by all members of the printing craft. He started as publisher of a home paper that he developed into a daily, then he was for a time publisher of a paper along altruistic lines in Chicago, was connected with the great American Press Association as one of the founders, and, for many years, has been the manager of the company of which he is president. He is kindly, thoughtful, considerate, just; a man of well-balanced mind and sympathetic heart; an organizer and conductor of a great business. No little of his strength and success come from binding to himself, as trusting friends, all those who are associated or who work with him; all the employes are his co-workers.

It is not strange that recently, when Mr. Nelson reached his sixtieth birthday, his worthy associates in the management of the American Type Founders Co., united in an affair to do him honor. The keynote of the occasion was loyalty to the general manager and to the company of which he is the honored and trusted head. Such a spirit was manifested as is the strength of every successful office or business, and which we have endeavored, so frequently, to inculcate and illustrate in this journal, and that comes from considerateness, friendliness and courtesy to each, resulting in mutual understanding and confidence.

F. O. Climer: An Appreciation

THE great historian, Bancroft, declared that history cannot be properly written for fifty years after the events have occurred. This lapse of time is required for motives, actions and results to be viewed in a proper perspective and rightly judged. Here is found a line of demarcation between the many who spend their lives in personal exaltation, and the few who build in the broader comprehension of human relations.

The truly great of every age are not those who rose on the crest of intangible popularity, but mightier minds, who, denying, working, striving towards ideals invisible to their associates, enriched the generations of the future by wisdom, precept and accomplishment.

It is an inspiration to conjecture the prophetic vision of such men. Under their guidance, ships of discovery have braved the dangers of unknown seas. The boundaries of civilization have encompassed the world. Revolutions have broken the chains of slavery and loosed the minds of men. Reforms have lifted the superstition of the soul, and freed the heart of fear.

The men who have accomplished these things have received the least of the world's material reward.

Of all arts, printing has given the world the most, and received the least. While lavishing a heritage of riches, the printer's lot has often been hardship and privation.

But all this is changing, for the printer is coming into his own. Practically every plant feels the change—some analyze the reasons that they may profit by them.

Modern Printing has developed largely within the past twenty-five years. New machinery, methods and processes are working a revolution. And, as is always the case, the change in mechanical methods has stimulated the systems of management and training.

Printing has always been the greatest mental factor in the world; it is only now developing as a financial factor. It has taught every other industry ideals, purposes, developments, but has persistently refused to share in the cooperative harvest of monetary gain. Rather than adopt capable systems of accounting, develop new processes of manufacture, and scientifically train men to the maximum efficiency, it has plodded along in the rut of past precedent—a diamond in a setting of lead.

The successful printer must break the chains of precedent. Other industries have experts continually investigating and improving. As fast as a better process is discovered or a more efficient method developed, it is carried into the business, and shows up in dividends.

Did you ever see a man about a printing plant whose business it was to IMPROVE, to substitute efficiency for inefficiency, to make time studies, method studies, material analysis?

The steel trades have such men, the oil industry, textiles, paper mills, government industries—but not the printer. He has no time or money to waste. He knows all about his business, because he learned it twenty-five years ago, and still uses the same general methods. No scientifically trained man can tell him anything; his composing-room foremen say their business is different anyhow. And so the printer goes along on fifty percent outputs, and one hundred and ten percent expenses. The fact that the printing business can stand such methods, and still exist, shows it is a good business and capable of great return.

The average printer is the Ostrich of commerce. He hunts up a pile of sand called "Aesthetic Art," and sticks his head into it, and thinks his whole body is removed from the business atmosphere. Of course, he is financially wrecked; but all of his associates have their heads in similar sand piles and draw no experience from his fate. Their business is different, anyhow.

Let a bank fail in New York, and a bell rings in the financial institutions of San Francisco; if one railway puts on a better system it isn't long until the rest have it.

The printer likes to think he is a law unto himself, but he isn't. His business must buy material, pay for labor, carry overhead and deal with selling expenses exactly the same as the business of the manufacturer of shoe blacking, or gum drops, or the man who builds safes especially adapted for filing papers of proceedings in bankruptcy.

The only question is whether the present printer will improve his opportunity, or leave this most vital part of his business to be built up by his successor. The progressive ones are not only doing business with modern machines, but they employ skilled men—trained men—to run the machines. Many plants keep one or more young men in expert training all the time.

As a culmination of all efforts for better trained men in printing, we have the Trade School. The Trade School, the Cost System, and Scientific Management are the three factors that are building the new industry of printing. With a full realization of all the work along these lines by the most progressive men in the crafts and by various organizations collectively, the purpose of this sketch is to

F. O. Climer, Director of the School of Printing at Indianapolis

deal briefly with the life and personality of one man. As Ingersoll said of the music of Wagner, "It is incomprehensible how such divine sounds can be produced with common air," so it is almost an equal source of wonder how so much ability, experience and constructive intellect may be applied by a single individual to the fundamentals and details of a dominant industry. This I believe is the conclusion reached by every man who knows anything of the life and work of F. O. Climer, Director of the School of Printing at Indianapolis.

Just what Mr. Climer's ideals and accomplishments have been is shown by the position he occupies. The few details concerning his life were obtained with some difficulty by the writer, for Mr. Climer is so enmeshed in technical training that it is hard to resolve the two into separate elements. Add to this the natural reticence of a keen business man, coupled with an aversion to publicity, and you have a further idea of the proposition. Such being the case, anything in the way of a biographical sketch must necessarily be based on the interviewer's own observation. Picture, if you will, a man in the prime of life,

(Continued on page 846)

The Passing of Joseph Pulitzer of the New York World

AN ESTIMATE OF HIS LIFE, WORK AND BEQUESTS TO JOURNALISM.

NO other man in this country has ever before, and very likely no other man hereafter ever will, make the financial success in journalism that was made by Joseph Pulitzer, whose recent death has attracted as broad notice, attention and interest as that of he demise of any of Earth's greatest statesmen, philanthropists or potentates.

That this journal has not always approved the particular style of newspaper-making first inaugurated by Mr. Pulitzer is a fact known to all our readers, yet his success cannot be denied, and there is much in his work to be commended and a good deal to be learned from his spirit and methods. He believed in giving the people all the news without fear or favor, and his sympathies were with the people in their struggles and in their desires for thrill and sensations, to break the dead level of dreary existence. However, as his years advanced, his views as to sensationalism changed very materially, as evidenced by his newspaper. He was in harmony, however, with the spirit and feelings of the people served by his newspapers and sympathized with them in their struggles, but came the rather to believe in giving, in his publications, those things that would inform and lead to better conditions, and the establishing of rights and better government. To be in touch with the people is one of the first requisites of a newspaper man, and to furnish such matter as will most stir and please and bring subscriptions to and sales of papers, is wise business policy, provided what is given in the columns of the paper is not vitiating or hurtful. Nothing human, apparently, was foreign to Mr. Pulitzer, and there is a good deal that is human that is not commendable. He was passionate, fiery, earnest. It has been said that "all the world loves a lover," and it is pretty certain that all people, up to the present, love a fighter, however much this sentiment has been modified by the preaching of universal peace. Peace will come when all wrongs, and all desires to oppress, to domineer, cheat or harm; when all envyings, covetings and jealousies have been banished. Mr. Pulitzer evidently broadened and got a higher, purer view with the advance of years, and the increase of wealth and power. He took the New York *World* when it was a newspaper of highest ideals and great literary merit—evidently much above the great majority of the people whose support was necessary to its success—and made it intensely, if not wickedly sensational—right down on the level of the great mass of the people—and in a very few years made millions of dollars, where the paper had been losing money and was on the verge of bankruptcy. Crimes were pictured in all horrid, lurid details, but the people were not hopelessly demoralized, and with much that was bad was given much that was good and the paper instead of being made worse has of later years been greatly improved and has come to occupy higher grounds, much more in harmony with its early traditions.

Twenty years ago Mr. Pulitzer was stricken with blindness, whether or not this deep affliction helped to change the currents of his life or whether the change came from the feelings of greater responsibility, and a more intelligent view, his newspapers and his interest in journalistic instruction showed that he had come to look upon the calling, as more than mere merchandising of a product, to be made salable regardless of everything else, and, instead, as a responsible profession.

In 1904 Mr. Pulitzer was invited to deliver an address before the National Editorial Association at St. Louis, and on the request of the President, the editor of this paper visited his home in New York City to urge his attendance. While he could not attend, he treated the invitation with courtesy and promised a paper, which was written and published in the *North American Review*, and Mr. Pulitzer sent a representative to the convention with copies of the issue containing his views on journalistic education for free distribution among the members, and the article was read before the convention by Hon. John Dymond, and the following motion of the editor of this paper was adopted by a unanimous rising vote: "This Association, representing nearly ten thousand newspapers in the United States, do hereby heartily endorse the plan of the establishing of an Institute of Journalism, and extend to Mr. Pulitzer our sincere thanks for the magnificent endowment which he has devoted to that purpose."

The following passage in this paper by Mr. Pulitzer indicated the idea that he then entertained, not only of the proposed school but of the high calling to be benefited thereby: "What is a school of journalism? It is an institution to train journalists. What is a journalist? Not a business manager or publisher or even proprietor. A journalist is the lookout on the bridge of the ship of State. He notes the passing sail, the little things of interest that dot the horizon in fair weather. He reports the drifting castaway whom the ship can save. He peers through fog and storm to give warning of dangers ahead. He is not thinking of his wages, or of the profits of his owners. He is there to watch over the safety and welfare of the people who trust him."

This is certainly a great advance beyond the mere commercial idea of newspaper-making and selling. "To watch over the safety and welfare of the people who trust him" expresses the very highest view of obligation and is all-embracing in its meaning of service to all that may need help or uplift; all the people reached by the newspaper for good, safety and welfare. A little before this, in the paper, Mr. Pulitzer wrote, as showing the necessity for instruction:—

"Perhaps the critics can name some great editor, born full-winged, like Mercury, the messenger of the gods. I know of none. The only position that occurs to me which a man in our Republic can successfully fill by the simple fact of birth is that of an idiot."

The anxiety for the advancement of the profession—in which, beginning at the very first rung of the ladder, without means or any special preparations, he had reached to highest position, and which had brought him a fortune estimated at $16,000,000—remained with him to the end. This is fully attested by his will. He had given one million dollars to the establishing the school of journalism at Columbia University, New York City, and his will, executed in April, 1904, provides:—

If at any time within seven years after the death of Mr. Pulitzer the executors shall be satisfied that the school of journalism established at Columbia is a success,

it is directed that Mr. Pulitzer's additional gift of $1,000,000 be paid over and in this connection the will outlines a number of novel prizes to be awarded annually, including:

One thousand dollars for the best paper on the future development and improvement of the school of journalism.

Gold medals costing $500 for the most disinterested and meritorious service rendered by any American newspaper during the year.

$1,000 for the best history of the services rendered to the public by the American press during the preceding year.

Five annual traveling scholarships of $1,500 each.

$1,000 for the best example of a reporter's work during the year, the test being strict accuracy, terseness and the accomplishment of some public good, commanding public attention and respect.

$1,000 for the American novel published during the year which shall best present the wholesome atmosphere of American life.

$2,000 for the best book of the year upon the history of the United States.

$1,000 for the original play performed in New York which shall best present the educational value and power of the state in raising the standard of good morals, taste, and manners.

$1,000 for the best American biography teaching patriotic and unselfish services to the people.

If by reason of the determination of the executors of the estate or of the failure of the advisory board of the school of journalism to agree on the plan of prizes, the million dollars is to revert to the trustees of Harvard University, half for the establishment of a school of journalism and half for prizes and scholarships as described in the will.

As to Value and Need for Cleanliness in Newspaper Advertising

At the banquet of the Chicago Advertising Association at the Auditorium Hotel on the evening of September 14th, V. L. Price of St. Louis, vice-president of the National Candy Co., spoke on the high value of newspaper advertising and E. J. Ridgway of the *Everybody's Magazine Company,* made a plea for clean advertising. The one complimented and the other criticised the Chicago daily papers, or at least those that violated the rule of purity and honesty in advertising, though some were only slight offenders. The Chicago *Tribune* gives the following brief summary of the remarks made by these gentlemen:

Mr. Price, who is a recent convert to the value of newspaper advertising through the success of a campaign he now is carrying on in Chicago and other cities, declared that his company was capturing the candy goods trade of the city through well placed advertising in the newspapers and street cars to the exclusion of all other media.

Newspapers Made Good.

"We chose the daily newspapers, after a thorough canvass of the situation," he said, "and after we had concluded that the circulation of the national magazines was too restricted among the purchasers of our goods to create the demand for them which the retail dealers might expect from our advertising promises. We are having a successful advertising campaign, and it is that which makes me talk tonight upon our capture of Chicago."

"I am not prepared to say that successful advertising cannot be done through other kinds of publications and by other methods. We chose the method by which we thought we would get the best results and act fairly and honestly with the retail dealers to whom we are trying to sell goods.

"We chose the newspapers and told the dealers our advertising campaign would create that demand, and it has come true. There must be honesty in the copy as well as in methods of salesmanship and advertising, and that we have tried to live up to in every regard."

Plea for Clean Advertising.

Mr. Ridgway pleaded for clean advertising matter. He declared the public could cleanse the advertising columns of every publication and ruin all publications which did not come up to an ideal standard in this regard. He emphasized to the women present that they could greatly assist in the campaign for clean advertising by keeping publications which print offensive advertisements out of the homes.

"I am setting no standards in this regard," he said. "I will say that recently I was mortified to discover that the publications I represent had different standards of advertising. I found that Everybody's would accept an advertisement that the Butterick publications would refuse, so you see my house is not yet cleaned.

"Since I have been in Chicago I have made a study of your daily newspapers to see what the character of the advertising copy received by them is like."

Percentage of Bad Advertising.

Mr. Ridgway then presented his objectionable advertisement figures for the Chicago newspapers, saying he adduced them from his inspection of the newspapers. The percentage of bad advertising he says he found, which would not be accepted, by any of a dozen national magazines, follows:

The Examiner	14%
The Record-Herald	6½%
The Tribune	3%
The Inter Ocean	2¼%
The News	2¾%
The Post	None
The American	14%
The Journal	26%

"In no instance do I find that the objectionable advertising in the Chicago newspapers' columns reaches a sufficient amount to break the publishers if thrown out entirely," he added. "The Tribune, the Record-Herald, and others would not notice the difference in their advertising receipts if they would throw out altogether this class of advertising—and what a standard it would be. In our own experience we believe that for every line of bad advertising that we have thrown away we've had ten lines come back from good, honest, legitimate business concerns who admired our stand for clean advvertising."

THINK MORE OF IT THAN OF ANY OTHER TRADE JOURNAL

The Laurel Advocate, C. E. Nevin, Laurel, Nebraska.

Hon. B. B. Herbert, Chicago, Ill.

Dear Father Herbert:—I hasten to send you check for the Printer-Journalist. Would not be without it. Think more of it than any other trade journal published; it seems to reach the country printer and help him more than any other publication. Here's hoping you may continue the good work for many more years.

Please send the Uncle Remus Home Magazine—although the Printer-Journalist is worth the money without a premium.

Yours respectfully, C. E. NEVIN.

NEWSPAPER CRITICISMS

(Continued from page 884)

fact that he has placed his name-plate at the top of the space is no less gratifying than the perfect balance achieved in the neat arrangement of cuts and panels. This ad was also evidently run as a poster and a fine print was secured.

F. O. CLIMER: AN APPRECIATION

(Continued from page 843)

of medium height, good physique, firm, keen face, square shoulders, sanguine temperament under absolute control, a mind, by training and disposition, for ever alive to every phase of his responsibility, and you have a very fair representation of F. O. Climer. He is English-Scotch—unmistakably—in appearance, business acumen, tenacity of opinion and fighting quality.

When interviewed for the National Printer-Journalist, he refused to understand why space should be used to say anything about him when there was so much to say about the Trade School. This accounts for the present article which purports to be a biography of Mr. Climer, being about three-fourths Trade Education, and one-fourth Mr. Climer—there was absolutely no way to separate the two. From a two hours talk I gained the following facts:

Mr. Climer was born in Cincinnati, Ohio, learned his trade in Muscatine, Iowa, served four years apprentice ship in an exclusive job office under B. Neidig, a thorough, careful printer, who bore the reputation of being one of the best printers in the State. He was one of the first, if not the first in the State, to compile and issue for the trade, a price list for job printing. This last formed part of the reference matter in the Barnhart Specimen Book for many years.

After completing apprenticeship, he was foreman of two different newspapers in Iowa. At each about one year. Left the last to accept position with Barnhart Brothers & Spindler, in their type foundry at Chicago, where he compiled and set and superintended the presswork on the first specimen book (of their own type) that B. B. S. issued. Their office was then at 115 Fifth Avenue, and the presswork was done in the Culver, Page & Hoyne office. The B. B. S. concern was then small, and he worked in practically every department of the business: Brass rule making, dividing room, type making, designing, fitting, and helped the type cutter and mould makers. From the foundry, he went occasionally into the basement where the casting machines were made and where the second-hand machinery was repaired or rebuilt. At another time, he would do the shipping and finally had charge of the shipping department for some time. This experience and the billing which it entailed familiarized him with the names of customers and later this acquaintance was put to use on the road; for the next step was to be traveling salesman. The territory was unlimited. There had been no salesmen traveling in the interest of type foundries, and he found himself one of the first in that capacity. The sales for the first month in type exclusively, and a very small variety of styles of faces, was $800.00. This was considered a remarkable success. In proportion to the amount of "salary" received it certainly was a profitable business. As a starter, all things considered, it was probably more of a success than the thousand-dollar-a-week average of some years later, when printers were more prosperous and more accustomed to buying, and bought in series instead of getting as large variety and as many different faces as possible. The first trip was a greater surprise to the trade than to Mr. Climer, many of the customers, who had been in business for years, had never heard of a type salesman, much less seen one. After several years of traveling for B. B. S. he accepted an offer from Shneidewend and Lee Co., who had taken over the agency for the Johnson Type Foundry of Philadelphia, which had been handled by S. P. Rounds, "The boy's friend." S. & L. Company also handled the Campbell press, besides doing an extensive electrotyping business. In 1882 he started to sell and erect presses, solicit for electrotyping and for type. The information to sell electrotyping rendered work in the foundry necessary, so he acquired a very fair knowledge of electrotyping. B. B. & S. had in the meantime arranged to handle the Babcock Press which had not been on the market long, and were anxious for his return to their employ. The erecting of this new machine offered a field for many of his practical suggestions which were received and acted upon by the manufacturers. Many of the "improvements" which appeared nearly as often as a press was made in those first days, was suggested by Mr. Climer. That, you will note, was before the business of press salesman and press erector were separated—one man was the whole thing so far as the customer was concerned; and as this man was also expected to collect the money and settle all complaints regarding the working of the machine, he had to know his wares and tell the truth about their qualities, in order to continue in business. There was no such thing as blaming "the salesman who was 'fired' because he would not tell the truth," and then making a slight reduction in order to effect a settlement.

Having been married during the year 1883, "road life" was no longer alluring. Successful salesmen were not easily found, to take his place however, consequently whenever a large deal "was on" Mr. Climer was persuaded to go out after it. Once out, letters and telegrams suggested other promising business, until the "special trip" invariably became a "regular trip" of thirty days or more. In order to remove temptation beyond reach, Mr. Clymer left Chicago, and following Horace Greely's advice to go West, founded a newspaper in Nebraska and about as soon as he was old enough to vote, was writing editorials to "save the country." It was during this early newspaper experience that the ambition to educate others took a strong hold on Mr. Climer. In company with twenty others, a University was established in Nebraska. The strong desire to assist training men was prompted by the fact he himself had been denied the advantages of a school education, beyond the elementary branches of the country school. Most of his education, as well as much knowledge of the fundamentals of printing, having been gained from "The American Hand Book of Printing," by Thomas Mackeller, which was thoroughly mastered; and from Rounds' Printers' Cabinet, which discussed the 'tricks of the trade,' and the sciene of good printing. There were no Trade Schools, and no Correspondence courses of any kind in those days. The climate of a new country, as well as many other "peculiarities" of Nebraska did not permit of a long sojourn in the West. So the paper was sold out, and he again engaged with B. B. & S. In another endeavor to get off the road, Mr. Climer purchased an interest in the Daily Bulletin, at Anderson, Indiana, during the natural gas boom days. In addition to taking charge of the advertising department of this paper, Mr. Climer aroused a latent power for drawing and started local illustrations, the engravings being made by a process of his own. This was the first paper outside of a large city in the State which afforded regular local illustrations. The success of this department created such a demand for the process that the paper interest was disposed of after a year and all time devoted to newspaper cartoon work, mostly in the state, for a year or so. The panic of 1893 curtailed all newspaper "luxuries" and Mr. Climer returned to Chicago and engaged with the American Type Founder's Company. Type Foundry business suffered along with every other during the season of business depression. As there was little work in the office and the risk of traveling was jeopardized owing to the very great number of editors who were visiting the World's Fair on passes, Mr. Climer was appointed on the reception committee to receive the editors at the World's Fair. His extensive acquaintance with the editorial fraternity throughout the country fitted him eminently for this position. He was a member of several editorial associations and had for many years been a delegate to the National

Association. With the revival of business, he became office salesman and special salesman and adjuster of claims in the Chicago office of the American Type Founders Company. While engaged with this company, Mr. Climer did much of the editorial work on the "Specimen," a trade publication at that time issued by the company. He also designed the Speaker series, the first of these small attractive figures to be put on the market. The "Listeners" were also of his designing. The success of the characters led other type founders to design similar figures, some of which departed altogether from the strictly genteel characters that suggested the craze. After six years in this work, Mr. Climer entered into a contract to design machines, and other appliances for the manufacture of type for a patent medicine company who wished to employ the type in payment of advertising bills with newspapers. While engaged in this work, he designed a matrix cutting machine capable of cutting several sizes of any particular face of type from one design, and at a saving of several hundred percent over the former method, while the matrices were very much harder and more durable than formerly. After completing this contract, he again engaged in the sale of machinery; this time for Bookbinder's work. The business necessitated traveling all territory from the extreme north to New Orleans on the South, and from Pittsburgh to Denver. Increased acquaintance with Typothetæ members, who are everywhere, where prosperity permits of the purchase of modern machinery, led to his appointment as director of the School of Printing which is under the supervision of the Typothetæ, and for which his entire study and life work had fitted him.

The Typothetæ made a wise selection. Perhaps there are a hundred men in the United States capable of filling this position, perhaps not. A man to be successful as the head of what is practically a University of Graphic Arts must possess qualifications far above the ordinary. He must be a skilled workman with his hands, and a profound scholar with his brain. He must be able to plan and execute details—not only of an individual business, but of a nation-wide industry. He is not a captain of industry, but a leader of captains, for he must predetermine the standards and develop the human factors of business. In the final analysis every machine, every method, every plan, every success in business rests directly on the human unit. Any business is the sum total of the men who make it.

To interview a man of Mr. Climer's breadth is to get a new grip on business conditions. He works on analytic basis. To him every effect has its cause, and every cause its effect, an interlinked chain that develops every unit of power.

The School of Printing at Indianapolis is probably the most complete in the world. It occupies a large brick building in the seventy-six acre campus of the National Trade Schools, and is equipped throughout with modern high-speed machinery and labor-saving appliances. The institute has its private light, heat and power plant with all machines run by individual electric motors.

The courses include instruction in Typography, Presswork, Linotype, Estimating, Cost Accounting and Scientific management. The great demand for instruction shows a development in the trade that is sure to be far-reaching. The Typothetæ operates the School of Printing on a beneficent basis. All instruction is furnished at actual cost—no attempt being made to net a profit. The broad policy of the Typothetæ is the gradual introduction of efficient methods throughout the trade. For young men entering business, ambitious workmen or executives, this School affords every facility for necessary training at low cost. The Trade School, cost system and scientific management as promulgated by the Typothetæ will afford the greatest economics ever introduced in the printing business. It is fortunate that these methods are available to the entire trade. If confined to a few shops, it would result in a practical monopoly for the economies possible in management and operation are so tremendous that the increased production would be an irresistible competive power.

WISE METHOD OF PRESERVING NEWSPAPER FILES

Red Wing, Minn., November 29, 1911..

National Printer-Journalist, Chicago, Ill.

My Dear Mr. Herbert:—The enclosed clipping from The Red Wing Daily Republican of recent date, may interest you, and is sent with a view of interesting other newspaper publishers to print their files on book paper so that they may be preserved for future generations. The Republican started a number of years ago to print its own files and those intended for the State Historical Society and for the Library of Congress at Washington, on book paper, and is probably the only daily paper in the United States, at least as far as we know, which has taken this precaution. Sincerely yours,

JENS K. GRONDAHL, Editor and Manager.

The Plan.

A number of years ago, the Republican realized that the quality of paper now used in newspapers will crumble to pieces in perhaps a generation or less and that its files, which are of inestimable value, and the more priceless the older they grow, would eventually perish and leave no record for the future concerning the details of the history of this community. A policy was therefore adopted to print all the copies for files and those sent for preservation to the State Historical Society and the Library of Congress at Washington, on book paper.

A card just received by the Republican from the Minnesota Historical Society bears on this subject and contains the following:

"It may interest you to know that in all probability yours will be the only Minnesota daily published these days, that will be in existence 100 years hence. This is because you send us copies printed on book paper which is estimated by experts will last 100 years or more; and whereas all the dailies, in and out of Minnesota use wood pulp paper which will in all likelihood crumble to powder in fifty years, therefore, the historian of a century hence may have only the Republican for his use."

As far as can be ascertained the Republican is the only daily paper in the United States that has taken this precaution to preserve the history of the present for future generations.

A FULL FOUR YEARS' COURSE IN NEWSPAPER WORK

The University of Kansas announces a full four-years' course in newspaper work, to begin this fall. The training will cover everything from setting type to determining editorial policy in the "front office." The following extract from the school announcement will give some idea of the new head of the department: "Professor Merle Thorpe, an experienced newspaper man, whose four years' work in organizing journalism courses at the University of Washington, where more than one hundred students were enrolled for the four years' work, has gained for him an enviable position in the educational world, will have charge of the department. Mr. Thorpe, after leaving Stanford University, was successively advertising manager of Washington Life, White House correspondent of the Washington Post, managing editor of the Havana Post, and London Mail correspondent. He was Northwest editor of the Seattle Post-Intelligencer when called to the chair of journalism in the University of Washington in 1907."—Kansas City Pointers for September.

Organization of Ben Franklin Clubs of America

Ben Franklin Knights Organize Under the Most Favorable Circumstances possible with 1137 Members.

WHEN Mr. Chas. Francis, of New York, called to order the First Convention of the adherents of the movement known throughout the country as the Ben Franklin movement there were less than one hundred printers in the same hall of the Auditorium Hotel, that witnessed the gathering of printers in 1909, when the first Cost Congress was held.

And yet Mr. Francis said they were tackling one of the largest propositions and were going to accomplish the greatest results of any employers' meeting that the printing industry had witnessed during the last twenty-five years. Hence the work of today was of the greatest significance ever attempted by printers.

Mr. Gardner, of Cleveland, was elected chairman, and Mr. G. E. Wray, of Chicago, secretary.

Mr. Gardner said that they were here to do business and not to talk or pat each other on the back. A committee on Credentials was appointed as follows: Messrs. C. F. McElroy, Cleveland; W. S. Britt, St. Louis; and Eugene C. Smith, Aurora, Ill. The chair also appointed a committe on Constitution and By-laws as follows: Messrs. Deacon, St. Louis; Berkes, Cleveland; Miller, Chicago; Haley, Chattanooga; and Francis, New York.

Mr. Chas. P. Carl, Cleveland, said that the formation of this organization was a very vital thing. The members that are going to govern the organization are of vital importance, hence the more minds we can get on the Constitution and By-Laws the better the result will be. "I agree with Mr. Francis that we are going to make more progress today by the formation of this organization than has been done by any convention of printers ever yet held, but whatever principles are to govern ought to be based on scientific lines and be well founded."

"The committee in charge of this Constitution will do good work consists of only five men, hence but five minds can work on it, and there may be other minds that can suggest things if given time to do so."

After further discussion the chairman announced that the report of this committe could be made at three o'clock. The chair appointed as Nominating Committee: Messrs. Carl, Cleveland; Smith, Aurora; Wallick, Peru, Ind.; J. C. Kirchner, Chicago; Johnson, Louisville, Ky.

Letters were then read from different parts of the country showing the demand for the formation of such an association as the Ben Franklin Club of America. These communications were from Ben Franklin Clubs in Indianapolis, Saginaw, Detroit, Joplin, Springfield, Mo., Muskogee, Oklahoma City, Wichita, Kan., and other places.

The Credentials Committee asked for definite instructions and after some discussion were informed that where a delegate had written authority so to do he could vote for others; and where clubs had voted to affiliate with the organization the delegates could vote the full strength of the local organization as they saw fit.

Mr. Gardner explained the condition in Ohio and said that they had just had a most enthusiastic Cost Congress at Columbus. At Canton there had been a meeting, and an unsuccessful attempt to form a typothetae. They had formed a Ben Franklin Club which would affiliate with the Ben Franklin Club. The same story held good in other cities in Ohio, all of which would soon declare themselves for the live, young organization.

Mr. Best said that Dayton and Hamilton had visited Cincinnati and were determined to establish Ben Franklin Clubs in their towns.

Mr. Johnson spoke of the great work accomplished in Louisville immediately after the Chicago Cost Congress. Cold feet, however, seemed to have been infectious on and near Pike's Peak. He was sure the bulk of Louisville printers were in favor of the modern movement.

Mr. Francis pointed out why New York could never become a typothetae town. There was hopes there for such an organization as the Ben Franklin Club, an organization that would look after the interests of the small printer.

Mr. Hartman explained the situation in Chicago. They had about eighteen members of the local typothetae in the Ben Franklin Club, and tried to handle the proposition so as not to disturb the local organization. He had received a request from eleven typothetae members of the Ben Franklin Club to call a special meeting to take up the proposition of affiliating with the United Typothetae of America or with the proposed Ben Franklin Club of America. The first vote stood twelve to forty-two against; on the second question there were thirty-nine for and fourteen against. He then explained the situation at Denver, and since, and said he favored the uplifting of the small printer, who, if unable to pay any dues, should be helped to get on his feet as soon as possible. He denied the oft-repeated statement that others had brought forward this appeal of salvation, and maintained that the Ben Franklin Clubs of the country had done more in the last five years than all other organizations had done in the whole course of their existence. Since the First Cost Congress the American Cost Commission had done little or nothing since the issuance of the blanks. There is much room for improvements, a vast amount of work to be done and we propose to set a pace for the old organization which would necessitate the putting of some lively sprinters into the field if they intended to keep up to the pace set.

Mr. Berkes spoke of the work in Cleveland and how Mr. Hartman had started them going along the right lines. Already some of their members had secured advantages equal to a few years dues to the local club.

The committee on resolutions consisting of E. C. Finch, Aurora, Ill.; H. D. Best, Cincinnati, O.; and J. W. Hastie, Chicago, Ill., reported as follows:

1. Resolved, that the Ben Franklin Club of America having been organized by the representatives of more than one thousand printers of this country, we pledge ourselves as officers, delegates and members, to use every effort to further this great cause. We pledge to the officers our earnest co-operation and support in the work of organizing and building up local clubs throughout the country, and the spreading of cost-finding information among all printers, whether members of this association or not.

2. Resolved, that the Ben Franklin Club of America begin its work in a spirit of amity and friendship for all whose purpose is to advance the interests of the printers of this country.

3. Resolved, That the Ben Franklin Club of America is formed for the benefit of all printers, and especially the small printers; and we invite every printer and member of allied trades in this country to join this organization and help us in the work.

4. Resolved, That the President appoint a committee of three, to be known as the Efficiency Committee, whose duty it shall be to submit at the next annual meeting plans by which this association may assist its members

Photo by Andrew A. Richter, Moffet Studio, 57 East Congress St., Chicago

Officers Ben Franklin Club of America

1—President, Wm. J. Hartman, 306 S. Canal St., Chicago, Ill. 2—Vice-President, J. F. Berkes, Cleveland, Ohio. 3—Vice-President, Charles Francis, New York City. 4—Vice-President, Jens K. Grondahl, Red Wing, Minn. 5—Treasurer, R. T. Deacon, 2100 Locust St., St. Louis, Mo. 6—Secretary, G. E. Wray, 601 Monadnock Block, Chicago, Ill. Four of the Directors: 7—E. C. Finch, Aurora, Ill. 8—J. S. McMillan, Monroe, Mich. 9—H. D. Bert, Cincinnati, Ohio. 10—Geo. Jerome Haley, Chattanooga, Tenn.

in the securing of greater efficiency in their plants, and particularly in the education of apprentices.

5. Resolved, That this organization appoint a committee of five whose work will be to devise plans by which we may assist the private plants to a better knowledge of trade conditions, and in other ways; and that this committee shall further report at the next annual convention some plan by which this association may assist those just entering the printing business to a knowledge of costs, customs and ethics.

6. Resolved, That the Secretary be instructed to furnish to the trade papers copies of the constitution and by-laws of this association, together with such parts of the proceedings as he shall deem of general interest, and that the thanks of the Ben Franklin Club of America are hereby tendered to the trade papers for the warm interest they have shown in the formation of this organization.

The report of the Committee on Credentials showed that Chicago, St. Louis, Cleveland, Calumet, Jackson, Cincinnati, St. Paul, Louisville, Chicago Master Binders, Chicago Machine Composition Club, New York Printers League, Red Wing, Chattanooga, Perue, Ind., Aurora, Hamilton, O., Monroe, Mich., Detroit, Mich., and Madison, Wis., were represented by delegates. Besides these signed applications for membership had been received from Ashland Ky.; De Kalb, Ill.; Dixon, Ill.; Fostoria, O.; Hamilton, O.; Knoxville, Tenn.; Lincoln, Nebr.; Lexington, Ky.; Lansing, Mich.; Memphis, Tenn.; Moline, Ill.; South Bend, Ind.; Springfield, Mo.; Topeka, Kan.; and other places. The roll call of cities showed a total strength of 1139 members, while many cities state that they will come over into the fold as soon as the association has been formed.

Mr. Gardner said that this report based on signed records went far ahead of any expectations and showed that the country was ripe for this modern movement to take root and grow.

The Committee on Constitution and By-Laws presented their report and the new constitution was read section by section, was amended in a few details, and finally adopted as a whole. (A copy of the Constitution and By-Laws of the Ben Franklin Club of America will be sent to any printer on request to the secretary, 601 Monadnock Block, Chicago.)

Permanent officers were then elected as follows:

President—W. J. Hartman, Chicago.

Vice-Presidents—Charles Francis, New York; J. F. Berkes, Cleveland, Ohio; Jens K. Grondahl, Red Wing, Minn.

Treasurer—R. T. Deacon, 2100 Locust St., St. Louis, Mo.

The following compose the board of directors, one from each state so far represented:

Illinois..E. C. Finch, Aurora.
Tennessee—George J. Haley, Chattanooga.
Ohio—H. D. Best, Cincinnati.
Kentucky—W. P. Jobson, Louisville.
New York—W. H. Van Wart, New York.
Indiana—L. B. Lacey, Indianapolis.
Michigan—J. S. McMillan, Monroe.
Missouri—Warren Skinner, St. Louis.
Kansas—G. M. Booth, Wichita.
Oklahoma—C. S. Bowman, Muskogee.
Nebraska—C. D. Traphagen, Lincoln.
Minnesota—H. L. Curtis, St. Paul.
West Virginia—E. S. Aylshire, Huntington.
Wisconsin—B. M. Parsons, Madison.

The newly elected officers made short talks. Mr. Hartman thanked the delegates for their confidence and hoped to meet five thousand Ben Franklin Knights at Cleveland next June. Mr. Francis expected to see a 25 per cent organization of the 30,000 printers in the union. Mr. Grondahl and Mr. Berkes were here to work and not to talk. Mr. Deacon wanted to see a full treasury and moved a vote of thanks to the secretary for his work in bringing members together; this was adopted by a rising vote. Mr. Wray said that it was all a labor of love to him and that he would not want to live if he had to give up the uplifting of his fellow printer.

On Friday the secretary opened the meeting with a morning thought from the pen of Director J. S. McMillan, Monroe, Mich., on "Small Beginnings and Great Endings."

"Every Little Movement Has a Meaning of Its Own."

The little Ben Franklin movement started in Chicago some few years ago had a meaning of ITS own. This little movement gave birth to a number of clubs, and is now about to become the mother of a national Ben Franklin organization.

Little did the men who started this little movement know of what it would be productive; little did they realize the fight ahead; little did they appreciate the honor which would be theirs in the closing months of this year nineteen eleven.

No one outside will ever understand just how bitter was the struggle of the Chicago Ben Franklin Club in its effort to promote the little movement.

When the men who are now fighting hardest for the uplift of the printer first undertook the proposition they were confronted with the ever present declaration that the job could not be done.

Those who know the printer and his doings know that he was slipping back. To keep him from sliding further backward was one task; to stop his sliding and start him forward was another and greater one.

To accomplish the end sought required unlimited determination, the stoutest of hearts and the most charitable of minds. To work on a subject who insisted that he was making money while losing it, who placed all the blame for price-cutting on his neighbor and who denied the possibility of the PRINTERS AND PRICES FORWARD MOVEMENT necessitated the patience of Job.

In his despondency the printer might justly be likened unto the drunkard: The one having no regard for his kind because his situation is desparate; and the other having no regard for society because he himself has made a failure of life.

The history of mankind denotes that the greatest of material benefits met with the greatest opposition. Man in some of his phases is truly a paradox in that he will invest hard-earned money for stock in a salted gold mine while refusing to pay fifty cents for a genuine gold dollar.

That there is more to life than the earning of the almighty dollar is proven in the fight to help the printer. Cost Congresses have expended thousands of dollars in gathering statistics and data showing the impossibility of cheap composition, cheap presswork and every other thing cheap. Trade journals have devoted thousands of inches of space and hours and hours of time to the great missionary work which will eventually mean a respected craft for the printer.

No matter how hardened he may be, man cannot deny today that a great something has influenced the minds of the printing craft; that that great something will bestow blessings upon the pioneers who have blazed the trail is forgone.

The secretary read letters from Germany, Spain, Australia, and other places showing the magnitude of the work to be done and the vast territory open to the pro-

mulgation of the gospel as now laid down by the Ben Franklin Club of America. The movement was evidently world-wide in its scope, and while there was still considerable darkness in the birthplace of the Cost Movement, the printers of the world were looking to Chicago for light and knowledge on the vital matter of cost of production.

It was resolved to print the proceedings in pamphlet form, and printers anywhere can secure copies on application to the secretary, 601 Monadnock Block, Chicago.

Mr. Deacon called for voluntary contributions and within half an hour had over $2,00.00 in cash checks, and signed promises.

Mr. Tolles of the Sheldon School of Salesmanship delivered an address on Business Building.

Mr. McElroy, Cleveland, said that a number of the machine owners—linotype and monotype—had been together, and had decided to adopt Section 6 of the new Constitution and By-Laws and organize a division to be known as the Machine Composition Club of America. There were already several Machine Composition Clubs in the country and they felt that it would be of decided advantage to unite internationally within the Ben Franklin Club of America. There were many questions they could discuss and settle to the decided advantage of all concerned. Mr. Walden and Mr. Wray supported the movement. A temporary organization was at once effected with Mr. J. J. Miller, Chicago, chairman, and Mr. McElroy, Cleveland, as secretary. A committee on Constitution and By-Laws was appointed, consisting of Messrs. Walden, Chicago; Britt, St. Louis; and McElroy, Cleveland.

Owing to the weather the automobile ride planned for Friday afternoon was called off, and business continued.

The following committees were announced:

Executive Committee: the President, three Vice-Presidents, Treasurer, Messrs. Finch, Skinner, Haley, Best, Lacey and Booth.

Cost Commission: Messrs. C. L. Downie, E. R. Britt, R. F. Welch, J. S. McMillan, B. Wallick, B. F. Corday, H. Livingston, W. J. Weiss and E. C. Smith.

Credit Committee: Messrs. J. C. Kirchner, chairman; W. C. Session, C. P. Duddington, E. T. Porte and H. Allen.

Legislative Committee: Messrs. W. J. Driscoll, J. Caldwell, E. Sullivan, C. Francis and B. B. Herbert.

Board of Arbitration: Messrs. Chas. Francis, chairman; G. H. Hardner, Louis F. Dow, J. J. Miller and H. C. Shanks.

Organization Committee: The Directors from each state to recommend a member from each state to serve thereon.

Trade Matters Committee: Messrs. Frazee (Ohio), Ed. W. Kirchner (Illinois), Schollcross (Wisconsin), Morgan (Tennessee), and Cantwell (Wisconsin).

Efficiency Committee: Messrs. C. P. Carl, chairman; E. F. Hamm; Joseph Hays; two others to be selected.

It was also decided by the Board of Directors that any organization, or individual members, who pay their quarterly dues in advance, or before March 1, 1912, shall be exempt from the initiation fee.

On the initiative of Mr. Gardner, the by-laws were changed, striking out "associate" members, thus admitting any member of the printing and allied trades to full membership—all to be on precisely equal terms.

Later on Mr. Gardner invited the Ben Franklin Club of America to hold its next Convention and Cost Congress in Cleveland in June next. He gave good reasons for such an early convention, and after considerable discussion a motion was passed covering the case, but omitting the precise date in June.

Discussion followed on the instruction of supply house salesmen regarding costs of production with which they came in contact. Discussion followed on the getting of printing salesmen together, so that there would be a better feeling existing between them. The matter of honorary membership was laid over till June. The question of efficiency in printing plants was introduced and an efficiency committee appointed.

Mr. Carl spoke of the efforts being put forth to establish a rate for catalogue composition; Mr. Hartman and Mr. Deacon explained what was being done in Chicago and St. Louis. Mr. Mathews referred to the wide divergence of prices for machine composition and the imperative importance of knowing the cost of production. Mr. Hartman proposed to devise a simple system of bookkeeping for small printers. He also wanted to see specification and estimate blanks — uniform throughout the country.

Mr. McElroy speaking on trade matters showed what had been done in Cleveland with regard to charging for blank pages in pamphlets, and also with regard to unusual composition when prices had previously been given on straight matter. They had successfully carried the point in favor of the printer as against the Cleveland Board of Education.

Mr. Hartman urged all to go home from the convention and put their shoulders to the wheel manfully and get five thousand members by June next. According to the Credentials Committee they now had 1,139 members and he thought they could easily get 4,000 more in the next seven months. He said, "We want you to work in harmony with other organizations, for they are trying to do what they thought is right in their way, just as we were trying to accomplish something in our way. If we all agreed we would be able to have one great organization, which he hoped some day would be brought about. We have no feeling in this matter, but we certainly have our opinion as against theirs. We want every man to feel that his brother printer, whether or not he belongs to this organization is just as much interested in the uplift of the craft as any of us are (Applause). There may be certain spots where we find radicals on both sides. I may be classed as one myself, but I do not believe I have ever been a radical, although I have freely expressed my opinions. I believe that an organization to benefit the greatest mass of printers, must be a broad-minded organization with low dues, so that printers can all afford to come in. You give them a chance to get on their feet, and they will soon pay just as much money as any organization of printers ever did, but you have got to give them a chance to get in and get a little of this organization into their systems; then they will be willing to contribute just as much as any of you, and I think the way to get the small fellow in is to make it easy for him to pay his dues, and as I said yesterday, if he cannot pay his dues and wants to become a member, let us take him in anyhow, and help him along, because it won't be long before he will be able to go down in his pocket and chip in just the same as the rest of you."

"Before closing I want to again thank you for the honor you have conferred upon me, and I want to ask each and every one of you to give your best assistance to make this organization what we all hope it will be in time to come. I again thank you, and if there is nothing more to be said, why, I will declare the meeting adjourned."

The Banquet Dinner To Delegates Who Stayed Over

By G. E. Wray, Secretary.

A FITTING finish to the First Convention of the Ben Franklin Club of America was the banquet to those who remained after the Convention, held at the Auditorium on Friday evening, when eighty printers and friends sat around a table in the form of an "F," in honor of Franklin, Fidelity and Fraternalism.

It was eminently fitting, too, that at this, the establishment of the youngest international association of printers, the founder of the oldest association of employing printers in the world, the National Editorial Association of America should guide the proceedings. The Hon. B. B. Herbert made an efficient toastmaster. He spoke of loyalty, of good fellowship, of the Golden Rule. He had no fear of the result of the work so well begun, nothing but success could possibly come of it. He had sat in all their sessions and was convinced that every man's heart was in the work. There had never been an organization started in the United States with better prospects. This association would embrace every printer, no matter how small or how large—how rich or how poor. Mr. Herbert spoke of the necessity of loyalty between employers and employes—this all tended to greater and yet greater success. We needed more real manliness, more all around men. There seemed to him to be no doubt but that their highest anticipations would be fully realized in the years that are near at hand.

Mr. Britt, of St. Louis, said we were living in the Golden Age of Printing. The age began a few years ago in the Ben Franklin Club of Chicago and through the Cost Congress of 1909 it spread all over the world. The printing business was based on the three cardinal virtues—faith, hope, and charity. Faith in the absurdity of making money without a knowledge of cost. Hope that the job of tomorrow would cover the losses on the jobs of today, and Charity in the way of donations to those who favored the craft with something to do. He instanced a case where a printer offered to take care of his extra Gordon presswork at 25 cents a thousand, and long runs at 20 cents. In talking with this man he learned that he had one press, and figured that if he had six presses and six girls to kick them he could turn out 60,000 a day, he would pay the girls $6.00 a week and thus clear $11.00 a day for himself or $3,443.00 a year. (Mr. Britt showed that this printer would clear—in his mind—$4,680.00 a year, but looking carefully through this printer's optimistic spectacles we fail to reach a greater income for our friend, the 25-cent-printer, than $3,433.00 a year.—Ed.)

Mr. Britt informed the printer that he was doubtless traveling in the right direction, and that sooner or later—probably sooner—he would arrive at his destination. The Ben Franklin Club of America would prove to be the greatest institution the world of printerdom had ever known.

Compliments of Barnes-Crosby Co., Chicago

Group at First Banquet of the Ben Franklin Club of America.

The Hon. Jens K. Grondahl of Red Wing, Minnesota, said that as he had retired from politics and was endeavoring to be an honest man, his past political history should not be held against him. The Ben Franklin movement, led by the Hartman Moses, was showing printers the way out of Egyptian Darkness into the light of reason, and into the Land of Canaan, flowing with milk and honey. He had been afraid that the name would be changed. He held that much was in a name, and here—with a name everyone could readily pronounce—was one to conjure with. Ben Franklin stood by the side of Washington—stars in the firmament and now Hartman would go down—down with Franklin. (Laughter).

He compared the printer and the customer with the painter of Mona Lisa and the buyer. The buyer would say: "Let's see, the canvas is worth 20 cents, and the pigment 15 cents; I'll be liberal with you and give you 40 cents for the portrait.

The Ben Franklin movement had developed a cost

system, it had brought us into closer touch with the supply man; it had made tremendous strides forward, but, greatest of all, it had forced men to think and to study conditions surrounding their business. Nothing could stand in the way of thought. He likened the industry to two men who unconsciously got into the same bed and then each began to kick the other fellow out. Printers were the only men who could afford to pay 10 per cent to the banker on the highest amount they could posbly borrow. The Ben Franklin serum was the antitoxin which would kill the germ for bankruptcy. While the printer should be the friend to all mankind, he must ever be true to principle, and remember his duties to himself and his family..

Mr. Chas. Francis, New York, traced the history of employers' associations and said that the youngest of them all started out with the brightest hopes and every assurance of success. He felt sure that by the time the next cost congress would be held in Chicago there would not be a hall large enough in which the printers of the country could gather.

J. S. McMillan, Monroe, Mich., referred to the beginning of better times for the country printer, the scraping up of the pennies till he could get $1.00 together for the Ben Franklin Monthly and the Selling Price List; and how from cards at $1.00 a thousand he had now raised his prices and quality equal to or above those quoted in the little black book. When he first got the Selling Price List, he said that Hartman, Morgan, Wray, and all the rest of them were crazy; he knew better than them all combined, but he had no money in the bank to prove it. The Ben Franklin idea got into his system and he could now save $50 to attend a convention easier than 50 cents in the old days of darkness. The Ben Franklin Club of Chicago had shown him the light and now he wanted to aid in spreading it over all the country.

Mr. Hartman referred to the birth and growth of the cost-finding movement, the organization of the original cost committee of the Ben Franklin Club of Chicago, when Mr. Morgan, Mr. Koss, Mr. Wells and others who eventually brought about the Ben Franklin System and later on the Cost Congress itself.

Although the movement spread very rapidly, yet at the time of the First Congress it was with the greatest difficulty that they could get the Typothetæ interested enough to take hold of it with them. This Cost System will ever be known as the beginning of the printer's salvation. He hoped that when they returned to their homes they would talk and work for organization. He did not want them to feel the slightest animosity toward any other organization, he wanted each and all concerned to have a square deal; if possible he hoped they would support and encourage organization by whatever name it might be known. He believed they had started right, and that when they met in Cleveland in June at the Ben Franklin Covention and Cost Congress they would have their expectations well-nigh realized.

The singing of the National anthem brought the proceedings to a close.

B. B. Herbert, National Printer-Journalist, Chicago, Ill.

Dear Sir:—I enclose $4.00 to pay my subscription to February, 1912. I like the N. P.-J. very much and would not be without it. I get much help from Mr. Copper's department, and through advice from him, have learned many things which aid me greatly in improving my paper. No country newspaper publisher should be without the National Printer-Jouarnalist. Sincerely yours,

ROSWELL H. FADDEN.

THE COUNTRY EDITOR'S FAMILY

By Roscoe E. Haynes, Normal County Mail, Fairport, New York.

The editor of a home weekly, who is really most successful in establishing his business, is the one who fosters the "family" feeling among his subscribers.

If, while traveling through the outlying districts, you hear the editor of the local paper spoken of as "our editor," you may feel assured that he is a man who could never be put out of business by a competitor with larger capital, better mechanical equipment or cut-price subscription rates.

And when you consider that few of these subscribers see "their editor" more than once or twice a year, and some of them never, you will get an idea of what a man can do through the columns of his paper to convince his subscribers that he is working for their interests.

The writer has in mind one paper in which it is always customary to refer to the subscribers as "our folks" and though the phrase is an homely one, yet it savors of the family circle and the unselfish interest in each other, which is the instinctive family spirit.

Nothing is more agreeable to a rural subscriber, than friendly recognition, not only when he or she comes to the office on an annual pilgrimage to 'pay up," but when in town on business, or to take a train to a nearby town or at any time or place where he may chance to meet "his editor."

It is no easy matter to remember the names and faces of a thousand or more people, even when seen several times each year, but when two or three times that number appear upon the books, and fully half of them are seen only once or twice a year, the memory is taxed to the limit, but the man who successfully accomplishes the feat will be amply rewarded.

It is the confidence man's "Hody do, Uncle," which is his stock in trade and gains the confidence of his rural victim and despite your ideas of the exalted and dignified position you hold in the community, the more of a "mixer" you become and the more you present "the glad hand" with genuine feeling, the more sure are you of real support, from loyal subscriber-friends, who will stick by you and your paper, in the face of the most strenuous competition, or the attacks of self-appointed critics.

Rockford-Posten of Rockford, Ill., the oldest paper in Swedish American Newspaperdom outside of Chicago, and published since 1881, has just received its permit from the postal authorities to change its name to Svenska Posten, which name is now at the head of the paper. Posten has a large and steadily-increasing circulation throughout the country, especially in Illinois, Iowa and Wisconsin, and is considered one of the best advertising mediums printed in the Swedish language.

The department heads, Charles J. Anderson, General Manager, and Hjalmar C. Lundquist, Editor-in-Chief, are very well pleased with the success achieved, since they took charge of Posten a year and a half ago, and the subscribers and advertisers have every reason to join in the handshake.

Posten has also opened a branch office in Moline, Ill., from which place business is coming in "bunches." The subscription campaign of the year past is bringing great results to everybody concerned. Their general motto is, "Everybody, fall in line." Their telephone motto is, "Call us up if you want to advertise, call us down if you don't get results." With these mottos always before them, their backbone cannot help but be rejuvenated by the self-perpetuating stamina of present-day push.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Department to Harry M. Basford, 237 Temple Court, Denver, Colo.

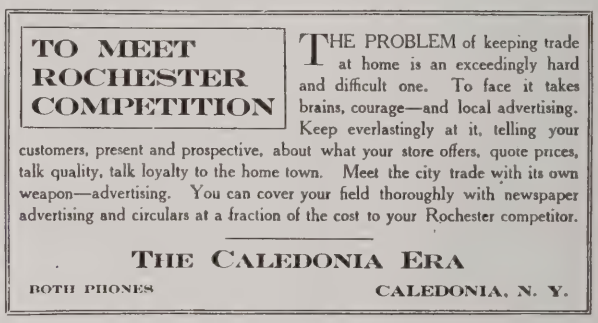
NEW YEAR'S Resolutions have largely gone out of fashion, but the beginning of a new year still remains a time when people do and should take a backward view of what they have accomplished in a business way in the past year and make plans for the coming one. It is a good time to take a general view of the business situation that confronts a man and to arrange as far as possible what steps are to be taken to meet it.

To the printer and publisher it is a good time of year to consider the subject of 'More Business Through Publicity," which is the general topic under which various suggestions on advertising have been presented to the printing trade of the country through these columns during the past several months.

If I were to engage in the printing or newspaper business, the first thing I would do would be to plan a campaign of advertising that would be fairly complete in all its details for the first year of the existence of the business. By this means I would have some definite idea of the advertising that I would do and the amount of money I would expend during the first twelve months.

More and better advertising is being done today than ever before in the printing business, but there is still room for further great improvement along this line of printed publicity. And the ultimate aim of the trade will be reached when the printed advertising of printers is the best of all advertising done and the model for publicity in every other line of trade.

As the head of this department I have received a great many samples of advertising that has been done by publishers and printers and it is my intention to present the best of this to the readers of National Printer-Journalist in order that they may profit by the experience and efforts of others in a practical way. The Caledonia Era, published at Caledonia, N. Y., recently sent me samples of several pieces of advertising along the line of persuading local merchants to advertise in their home-town paper. The letter from the editor, R. A. Peck, says "The arguments seem to have sunk in, in several spots, as we havve carried space this week for four new firms." This being the case, the ads certainly possess merit and we are glad to reproduce the matter of two of these envelope enclosures so that other publishers may make use of them. Caledonia is not far from Rochester, N. Y., which is a much larger city and naturally draws trade from the smaller locality. It was to meet this competition, which is the same that many publishers of country newspapers have to meet, that the reproduced envelope enclosure was designed. It was mailed to prospective advertisers. Another little four-page folder reads as follows:


TO MEET ROCHESTER COMPETITION
THE PROBLEM of keeping trade at home is an exceedingly hard and difficult one. To face it takes brains, courage—and local advertising. Keep everlastingly at it, telling your customers, present and prospective, about what your store offers, quote prices, talk quality, talk loyalty to the home town. Meet the city trade with its own weapon—advertising. You can cover your field thoroughly with newspaper advertising and circulars at a fraction of the cost to your Rochester competitor.
THE CALEDONIA ERA
BOTH PHONES
CALEDONIA, N. Y.

"What Is Proper Local Advertising?

Fortunes have been lost and made by advertising.
The Era wants to see you make, not lose.

WHAT LOCAL ADVERTISEMENTS PAY

Should the local advertiser quote prices, talk quality, use cuts, use ready-written ads, carry space regularly or at rush seasons only, etc.?

Advertising is printed salesmanship. Let your ads talk to customers as you would; plain, earnest, honest, fair, intelligent talk about what you sell.

WHEN The year round. You are talking from behind the counter every day to increase sales. Let your ads do the same every week. Don't wait until Christmas week to use space; use advertising to help when trade is dull. Trade will come anyway at rush times. Steady, persistent, careful advertising counts.

HOW Weekly news about your store; tell of your new goods coming, new lines added, the season's arrivals. Put in a price occasionally. Advertise to gain attention, create interest, convince the buyer and secure decision. Take time to think out an ad, to condense, to cover the subject properly. Usually take but one article or group of the same articles in the same ad. Put

thought and intelligence into your ads, it pays. Don't crowd the space. Get copy to the paper early to insure careful set-up. Use local readers occasionally.

Local advertising pays.
WE KNOW The Era reaches the right people.
We can get up strong ads.
But you must furnish proper copy.

May the Fall and Winter Season of 1911-'12 bring you an increased and satisfactory trade! Let us help you get it.

THE CALEDONIA ERA,
R. A. Peck, Editor and Prop.

The following article taken from the Mower Co. Republican published at Austin, Minn., was published for the helpful suggestions that it carries for the local merchants and it is incidentally good advertising for the newspaper because anything that will help the merchant to produce better paying advertising will help the local newspaper to sell space:—

EFFICIENCY IN ADVERTISING

"One principle of successful advertising as practised by department store ad writers and other specialists on publicity is to give definite description of the goods offered. When a merchant uses such phrases as "The best is the cheapest" and "Biggest assortment and lowest prices" he convinces no one. The reader argues that anyone can use these catch words and they prove nothing. The most successful advertising is not apt to sound like an attempt to persuade. It is more a statement of facts. The reader is given material by which he forms his own mental picture of the goods. For this purpose try definite and detailed, though very brief descriptions. Get manufacturers of your lines to give you some definite facts about how the goods are put together so that you can give some real reasons why goods are superior. Pick out some special bargains, describe them as above indicated and put in the price and the real value you believe them to have. Don't bother about flowery language. What the buyer wants is facts. "Reasons Why" advertising is what brings the buyer around."

An article like the above forms good readable matter for any newspaper to publish and a continued policy of frequently giving the public practical advertising advice of this kind cannot help but redound to the benefit of that paper.

The problem of increasing circulation is always a hard one, whether the paper be located in a large city or a small one. Personal solicitation will probably always be the most effective method of inducing people to subscribe for a paper but even with this method in use, it is often hard to get competent solicitors to present the matter to the public so as to get results that make the hiring of these solicitors a paying proposition. Premiums for subscriptions running a specified time are often effective and the line of articles which have been tried out for premium purposes is probably as large as the entire stock of goods carried by a large department store. Books are perhaps as good as anything that can be selected as an inducement for subscriptions. If a person can read a paper, he can read a book and the two naturally go together. Many publishers have won considerable success through the use of books as premiums, particularly such books as Bibles, dictionaries, encyclopedias and atlasses. Books of the class of the last three are attractive to most people because the ordinary individual wants reference books but usually puts off buying them from time to time and the opportunity to secure a reference book as a premium with a newspaper subscription provides the opportunity to secure the volume at little or no expense. Quoting the words from a letter of a large book publishing house which supplies publishers with books of this kind, "An encyclopedia is the most necessary work in a household, fathers and mothers need a reference book for their own use or for the benefit of their children in their school studies. The only reason why every family is not supplied with a standard, thoroughly up-to-date encyclopedia is because of the price." There is a good deal of truth in this statement and the publisher who is using reference books as premiums should study human nature so as to present the matter in just the light that will make the premium appear most desirable.

The Brown, Treacty & Sperry Co., St. Paul, send out some very attractive and interesting publicity, and the following from one of their folders on the subject of letterheads is matter that every printer can adapt to his own advertising because letterheads are something that every printer produces:—

DOES THE STATIONERY YOU USE PROPERLY REPRESENT YOUR BUSINESS?

In every mail you receive there come letterheads which make an impression on you, either favorable or unfavorable.

A business proposition put up to you on a piece of stationery that wins your respect has a better show with you than if it were typed on an untidy letterhead. Being human, you are wonderfully susceptible to first impressions.

You do a great deal of your business by letter. The postage and the stenography cost just the same whether your stationery costs one price or another.

To be sure, good stationery will cost you more in a year than cheap—as far as first cost is concerned.

But the business communications which you send broadcast in the mail have much to do with your success.

Can you afford it? Can you afford to have your stationery bear the stamp of cheapness for the sake of saving a few dollars in your year's office expense?

A merchant should use a neatly lithographed letterhead with a design—not too elaborate—which will suggest the nature of his business. His trade mark could be displayed most fittingly on his letterhead.

A manufacturer could show a picture of his plant, his brand, or a cut of the article which he makes.

A professional man should confine himself to a simply

lithographed or embossed design. An elaborate heading would be quite out of place.

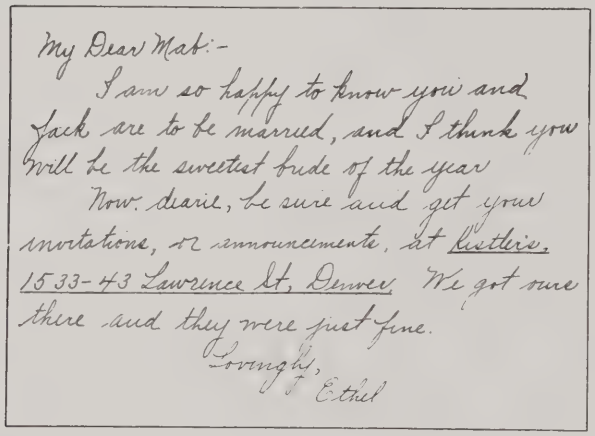
A dealer in farm lands whose correspondence is with homeseekers can properly use a rather elaborate design, with a vignette of a farm scene.

A financial agent whose business is of a semi-professional nature, should use some restraint in the nature of his heading.

The world moves and styles change rapidly. A design that is ten years old should be discarded.

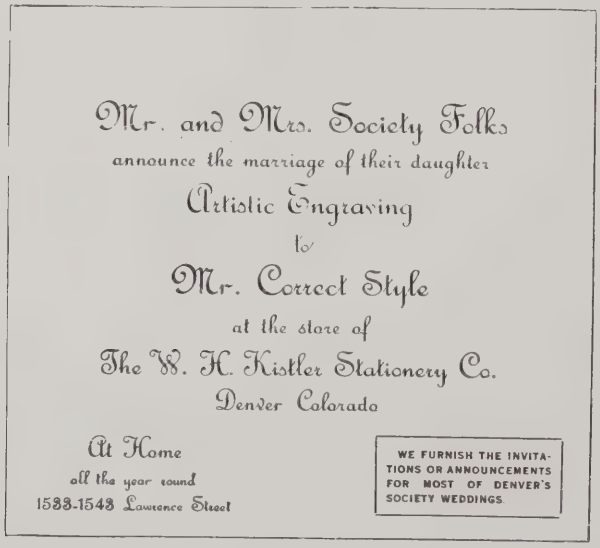
We will be glad to submit samples and offer suggestions for stationery which will represent your business with credit. We have the best facilities for making lithographed, embossed or printed stationery.

We are reproducing this month several of my own ads which I designed for the W. H. Kistler Stationery Co., Denver. Printers often find it hard to produce advertising for wedding stationery and two of the ads shown illustrate odd


My Dear Mat:-
I am so happy to know you and Jack are to be married, and I think you will be the sweetest bride of the year
Now, dearie, be sure and get your invitations, or announcements, at Kistlers, 1533-43 Lawrence St, Denver. We got ours there and they were just fine.
Lovingly,
Ethel

ways of presenting the subject to the public.

The ad on monogram stationery may not be so directly profitable to printers who do not do embossing and steel plate printing, but I am showing to illustrate what I believe is a good principle of publicity, especially where space is


Mr. and Mrs. Society Folks
announce the marriage of their daughter
Artistic Engraving
to
Mr. Correct Style
at the store of
The W. H. Kistler Stationery Co.
Denver Colorado
At Home
all the year round
1533-1543 Lawrence Street
WE FURNISH THE INVITATIONS OR ANNOUNCEMENTS FOR MOST OF DENVER'S SOCIETY WEDDINGS.

limited. It is the showing of the goods or the package in the border design and making your entire ad one harmonious whole, the picture, border, heading, price and description all combining to form an attractive, convincing advertisement.

The Williamson-Haffner Engraving Co., also of Denver, have recently been putting out some

UNT
Monogram Stationery
In Burned Wood Boxes
FOR HOLIDAY GIFTS
This season we offer a beautiful burnt wood box containing 120 sheets of Hurd's Highest Grade Paper in three sizes—embossed from your monogram die, in any of the styles as shown hereon, in gold, silver or color—with the envelopes to match.
All of these orders are packed in burned wood boxes. The boxes are well made of fine white wood, with floral design in pyrography on both box and lid. There is no advertising matter on the outside of box or cover. Ours is the only house in this section using the full line of sizes of these boxes, and we make no charge whatever for packing your stationery order in these dainty cases.
Order Now for Delivery Before Christmas!
All Christmas packages are timed to reach their destination on or before Christmas morning, and as an additional precaution against the pleasure of the recipient being marred by an early arrival of the present, all wrappers bear a sticker requesting the recipient not to open the package until Christmas morning.
The various sizes of boxes readily suggest their use for holding jewelry, gloves, handkerchiefs, etc., after the stationery has been used.
We will send this box to any address in the U. S. for
$5.00-Express Prepaid
THE W. H. KISTLER STATIONERY CO.
1537-43 LAWRENCE ST. DENVER COLO.

very attractive enclosues printed on tinted stock in gold and two colors. One reads as follows:—

APPEARANCE

Your trousers may be supported by a rope and a few horseshoe nails.

Why not? The answer is "Appearance?"

A sewing machine will do the finest of work even though the woodwork is unfinished, or the castings rough and unpainted.

Why this additional expense?

The answer is "Appearance," which means "selling power."

The goods of your manufacture possess maximum quality and appearance; yourself and salesman are neatly attired and possess full knowledge of your wares.

Can you say as much for your printed salesmen?

THE WILLIAMSON-HAFFNER ENGRAVING CO.
QUALITY
Artists: Engravers: Printers
Denver

"OF INFINITE VALUE."

Chambersburg, Pa., November 24, 1911.

Mr. B. B. Herbert, Chicago, Ill.

My Dear Mr. Herbert:—Enclosed please find check to pay subscription to National Printer-Journalist to July, 1912.

I look forward to the arrival of your publication each month with very great pleasure. In addition, to the general information contained therein, which should be of infinite value to every editor in the country, I find much that revives pleasant recollections of the former National Editorial Association. It keeps me in touch with those whom I became acquainted with in the Association, those whom I have come to regard as my warmest personal friends and for whom I shall always have the most pleasant recollections. Very truly yours,

A. NEVIN POMEROY.

An Exhibition of Printing

A Successful and Noted Exhibition of Ancient and Modern Printing at Mount Vernon, N. Y.

A SUCCESSFUL man, according to the teaching of Sheldon's School of Scientific Salesmanship, must have "Ability," "Reliability," "Efficiency," and "Activity," the first letters of the four words spell "area" which means "scope."

Well, Herbert L. Baker has all these requirements for success, is specially strong on "Activity," and is always doing promotive work where he lives or labors. He recently arranged and carried through a notable printing exhibition at his home in Mount Vernon, N. Y., and set an example for imitation by other enterprising members of their useful art and craft, that is, and always has been made too little of by its votaries. There are, properly, mercantile exhibits, millinery exhibits, corn exhibits, stock exhibits, farm machinery, art exhibits, auto exhibits and all other kinds of exhibits, nearly every year, but exhibits of printing—that touches, serves and interests every home, and every calling, and is essential in all business, all society, benevolent and even in all modern religious movements—is neglected. The calling, industry or art that is shown little attention, respect, pride, loyalty or promotive effort, on the part of those engaged therein, can, naturally, command only slight general respect.

Printing, as treasuring the world's knowledge and advance, should command first regard. It would be impossible in many places to make so complete an exhibit as was possible in Mount Vernon, which is only fifteen miles from New York City and within easy reach of the great Typographic Library of the American Type Founders Co., at 300 Communipaw Ave., Jersey City, N. J. However, most interesting exhibitions can be made in almost any city through loans from private libraries and collections and from the best specimens of products, methods, processes and appliances of local newspaper and printing offices, engraving establishments, paper mills and printers' supply houses.

Display of Printing at Mount Vernon Exhibition

Mr. Herbert L. Baker has kindly sent to this office a catalogue of the Mount Vernon Exhibition gotten up by the local press. The composition of the inside pages was done by Thomas S. Kirby, John J. Gunther and Charles A. Martin in the office of the Daily Argus, Mount Vernon, and the composition of the cover pages and the printing and binding of the catalogue, by the Fishbourne Press, Mount Vernon. This mention is made because co-operation is shown between the local offices and the work is worthy of mention. Co-operation among all local offices should always be first sought and secured, if possible, both to secure a better exhibit and to show that printers place their art and its fame and advancement above business rivalry.

The contents of the catalogue are intensely interesting. There were books that were printed before movable types were invented; hieroglyphic inscriptions, made 1560 before Christ, books printed by first apprentice, and then modern paper making, printing and illustrating were shown. The exhibition was under the auspices of the Library Committee of the Westchester Woman's Club.

The women—God bless them!—are always first in giving aid to good work. The following excerpts from the catalogue will give some idea of the character of the exhibits and are instructive and entertaining in themselves:

1. **B. C. 1560.** Facsimile reproduction of Hieroglyphic inscription on a bas-relief made in honor of the Pharoah Sesostris (Remeses III) B. C. 1560. This is said to be the most perfect extant example of hieroglyphs, and a few hundred books written and painted about this period on papyrus plants have been found in pyramids and tombs, all antedating any books made in other countries. Some facsimilies of pages of these books are to be found in the same volume with Exhibit No. 1.

The two detached cartouches, parallel with the king's head, and the two detached signs at the left of the cartouches read:

"Remeses, the son of the sun, beloved of Ammon, living forever, the king of an obedient people, the guardian sun of justice and truth, approved by the Sun."

2. **Book of Palm Leaves.** The Parhtana, a section (or volume) of the Abhidhamma-Pitaka, or third and latest part of the Buddhist Tri-pitaka or Cannon of Scripture, in Pali, in the Cambogian characters. Very ancient. The palm leaves are incised with a metal stylus and the incisions filled with coloring material. This method of making books is still practiced in India.

11. **European Block Book.** Facsimile reproductions of the most perfect example extant, circa, A. D. 430. Ars. Moriendi (The Art of Dying Well), probably printed in Holland.

This style of book was the precursor of books printed from movable types, as we now have them. They were produced by the Chinese method, but very few have been preserved. One of these with only twelve leaves was sold last year in Vienna at auction for $9,500.00.

21. **A. D. 1470,** printed in Venice by Nicholas Jenson; author, Eusebius.

This is the first book Jensen printed, and the first in which the Roman types received a perfect form. Competent judges of such matters believe that these letters have never been surpassed in beauty.

22. **A. D. 1471,** printed in Venice by Wendelin of Spire; author, A. Donatus.

The types of this book were first used in 1469, and are the first conventionally correct Roman types ever used in the body of a book. Until 1469 the text or Gothic types were used exclusively in the body of books.

25. **A. D. 1493.** The Nuremberg Chronicle, printed in Nuremberg by Anthony Koberger; author, Hartman Schedel.

Famous for being the first great illustrated book, in this respect remaining unexcelled for more than a century. It contains nearly 2,000 wood cuts.

It was on this great work that Albert Durer embarked on his great career as an artist, serving as an apprentice

wood engraver. Later on he became the most distinguished artist of his day in Germany, as an engraver on wood and copper, and as a painter.

Under the head of "'Modern Printing" were exhibits of type-casting, type-casting machine, type-founders specimen books—one dating back and 1789—and specimens of printing and books from A. D. 1476 to 1911, including

Display of Illustrating at Mount Vernon Exhibition

books printed by Theodore L. DeVinne, and Graphic Arts Year Book for 1911 (Hamilton, Ohio) and Penrose Annual, 1910—the last word on printing, photo-reproduction in England. Two interesting books were "The Book of Martyrs," printed in Ephrata, Pa., a small village near Gettysburg; and "History of the Quakers," Philadelphia, 1772. This was the first work printed by Benjamin Franklin as a master printer. He set the types himself. The Book of Martyrs was the largest book printed in America until several years after the Revolutionary War, and the printers made their own paper and ink, and the leather for binding. There were in this model Mount Vernon Exhibition in addition to those to which reference has been made, exhibits of "Works of Famous Printers"; of Oriental Printing"; "Steps in Electrotyping"; "Modern Halftone Printing"; "Steps in Paper Making"; "Material for Making Inks"; "Progressive Bookmaking"; "Progressive Magazine Binding"; "Examples of Early Italian Bookbinding"; "Progressive Lithography"; "Making a Daily Paper," "Multi-color Printing"; "'Progressive Proofs"; "Four Color Printing"; "Exhibit of Inserts," and so on, including an exhibit of magazines devoted to printing. These subdivisions suggest how wide a field is presented for such an exhibition.

A GREELEY RELIC

The old pine desk on which Horace Greeley wrote the editorial messages to the readers of the New York Tribune is to become the property of the city of Greeley, Colo., which was named for him and whose very existence is due to the Greeley colony which settled in this beautiful section of northern Colorado as a result of the memorable visit which the noted editor made to the west when he was at the height of his career.

This old desk is one of the few relics of the founder of the Tribune that have been preserved. For seventeen years after Greeley's death it was the property of Patrick O'Rourke, who was associated with him. It then passed into the possession of Mr. O'Rourke's two daughters and Father A. B. Casey of St. Peter's church at Greeley has been negotiating for its purchase for some time. He was finally successful and the desk is to be removed to Greeley and exhibited at a church fair which the Catholic clergyman is to give there this December. After that the desk will be presented to William Mayher, mayor of Greeley, and preserved as one of the memorable sights of the city.

The desk is exactly as it was when Greeley used it, except that a piece of wood was cut away to make a penholder for a staunch admirer of the journalist.

The people of the thriving Colorado City take great interest in all things connected with the life of the famous New York editor who made the settlement of Greeley possible. His noted saying, "Go west, young man," was responsible, perhaps more than any other one thing, for the rapid growth of the west during the past fitfy years. He gave this sage advise after a personal visit which he made to the then pioneer West, when he visited all points of interest in Colorado and wrote glowing words in the Tribune of the wealth and undeveloped resources which were open to settlers in the western states. A colony named for Greeley set out from the East and founded the city of Greeley, which has grown from this small settlement to a modern city, one of the leading towns of Colorado.

JAMES H. ALLISON GOES TO THE NASHVILLE AMERICAN

James H. Allison, for the past several years circulation manager of The National Stockman and Farmer, Pittsburgh, Pa., has accepted the position of business manager of the Tennessean and American at Nashville, Tenn., and assumed his new duties November the first.

Mr. Allison began his newspaper career as a newsboy on the Columbus (O.) Dispatch. He afterwards became route carrier, mail clerk, city superintendent of circulation and later circulation manager. For the past

[James H. Allison, formerly circulation manager of The National Stockman and Farmer, who becomes business manager of the Nashville Tennessean and American]

eight years he has been an active member of the International Circulation Managers' Association, and among the circulation managers of the country few men are better kown.

Mr. Allison takes with him to his new position a comprehensive and valuable experience backed by an aggressiveness which is bound to bring increased success to the Tennessean and American and added glory to himself.

Report of the Third Conference of Central and Western Photo-Engravers

THE Third Conference of Central and Western Photo-Engravers was held in Chicago, Friday and Saturday, November 10th and 11th. It was called principally for the purpose of receiving and discussing the report of the Cost Committee that had been appointed by the Second Conference of Central and Western Engravers last February, to investigate the various cost systems in use and to standardize not only cost finding methods employed in the engraving industry, but the Trade Terms as well.

Mr. E. W. Houser, President of the International Association of Photo-Engravers, acted as Chairman of the Conference. One hundred and twenty-five proprietors and representatives of engraving establishments located in the various cities in the territory bounded by Buffalo, Denver, Louisville and Duluth, attended the Conference. The following officers and members of the International Executive Committee were also present and participated in the work of the Conference: Jas. Megrue, V.-P.; Geo. Brigden, Secretary; John C. Bragdon, Treasurer; Mr. J. C. Buckbee, Fred W. Gage, H. A. Gatchel, S. E. Blanchard, H. B. Blatchly.

A very interesting program had been arranged, every number of which was heard and appreciated by all. The Cost Committee endorsed the Denham Cost Finding System as the best one for use in engraving establishments and submitted a manual and various forms of blanks of a simple cost system intended for use in the small establishments. Their report and the proposed cost system was very well received and a number of those attending the Conference stated they would put it into use in their own establishments at once. Quite a number in this territory had previously given Mr. Denham tentative orders for the installation of his cost system, but held the matter in abeyance waiting for the Cost Committee's report. Now that the matter has been received and adopted by the engravers of the middle west, you may look for the early installation of cost systems in many establishments; in fact, it is expected that the Denham Company will be kept extremely busy installing their systems in engraving establishments from now on.

The Conference also adopted the Cost Committee's definition of Trade Terms and urged upon all engravers to use them and make them standard in this industry.

The most interesting feature of the program was the estimating exercise, in which all participated. This was conducted as follows: A stereopticon view of a piece of illustrating and engraving was projected upon the screen, together with specifications and all engravers estimated as to the possible cost of production. The estimates were then collected and the lowest, the highest and the average figures were announced. Those submitting these figures then voluntarily explained their method of estimating. This feature was voted a great success, and the sentiment prevailed that similar exercises should be held regularly in the local clubs and associations.

Several prominent members of the New York Photo-Engravers' League, namely, Messrs. Ed Epstean, President, Walker Engraving Co.; Adolph Schuetz, President, Sterling Engraving Co.; Gus Zeese and C. H. Wilkinson, of the Zeese-Wilkinson Co., attended the Conference in the interest of the firms they represent and the New York Engravers' League. The Executive Committee of the International Association as well as Chairmen of various other International Commitees held a meeting in Chicago following the adjournment of the Conference. A review of the work of the last four months was taken and plans were perfected to continue the work up to the next Annual Convention. The Executive Committee realizes the importance of continuing the agitation to encourage the installation of cost finding systems and it is their intention to carry the work forward in a thorough manner.

The Report of the Cost Committee gives an interesting review of the history of the steps taken to reach a just and equitable cost system and then closes with the following recommendations, that will be found of value by way of suggestions, at the very least, to all printers and publishers:

Recommendations.

Summing up, therefore, the work of the Committee, we would urge upon all who wish to take advantage of the plans here outlined for installing cost-keeping systems:

First—That every employing photo-engraver have made, if not already in existence, a careful and detailed inventory of his entire plant. This is exceedingly necessary, if only from the standpoint of insurance purposes, and is vitally essential to a true knowledge of costs.

Second—That with the installation of a cost system, the genuine and hearty co-operation of all employes be gained by a frank and explicit statement of what its benefits mean in the way of possible increased profits to the concern, laying stress on the fact that it is not a scheme to squeeze more work out of the men nor to decrease wages, but rather a scientific application of modern shop methods which will ultimately redound to the benefit of all those who heartily co-operate in its use.

Third—That so far as is practicable, the keeping of cost records be handled by the same person from month to month, and that the results be checked up with the regular books of the establishment. It must not be expected that the cost-keeping records will in any way supplant the regular books and accounting system. While it is possible that some shops are doing business with no financial records at all, it is strongly urged that at least some simple system of bookkeeping be installed, if not already in use, as an adjunct to the cost-keeping system.

Fourth—That no one installing a cost-keeping system should expect that it will run itself, or will yield the results anticipated without careful and painstaking attention, not merely from subordinates, but from the heads of departments and all those in executive positions. This attention should not be of the censorious, fault-finding, "I-told-you-so" sort; for, like every other human contrivance, the best cost-keeping system is not 100 per cent perfect, nor "fool proof," as of necessity some point lacks in absolute accuracy and will require thought and attention to prevent serious errors creeping in.

Fifth—That closer study be given the efficiency of workmen, methods and general shop routine, as made possible by the installation of cost methods, having in mind that no system can compel economical management, nor make it possible for the shop to "run itself."

Sixth—That in addition to the installation and operation of cost-accounting systems, the engravers of the country as a whole, being relatively few in number, should become much more closely affiliated than they have been in the past, through membership in local and national organizations, and should particularly cultivate good-will and con-

Compliments of Franklin Co., Chicago

Banquet of the Third Conference of Central and Western Photo-Engravers

fidence in and between themselves and their competitors in the localities where their business brings them in close competition.

Seventh—That the positive belief of the Committee and its most emphatic recommendation, is that the installation of a Cost System is an investment that will pay the surest and most abundant dividends of any that an engraver can make, and that no shop, however large or small, can afford to continue in business without one.

It has not been the purpose of the Committee to undertake to fix a selling price, but rather to point out and recommend such methods of true cost knowledge as will enable all employing photo-engravers to secure a fair profit on the work done, and thereby assume the position in the business world which the nature of their business and its products entitles them to.

L. F. EATON, Detroit, Chairman.
J. C. BUCKBEE, Minneapolis.
WILLIS J. WELLS, Chicago.
FRED W. GAGE, Battle Creek.
LOUIS FLADER, Chicago.

In the January issue of the National Printer-Journalist will be given a somewhat extended synopsis of the Cost System adopted, and also such portions, if not all, of the definitions of terms descriptive of different varieties of halftones as will be found valuable to printers and publishers.

RECOGNITION—CRITICISM AND REPLY

United Typothetae of America, The Bourse Building, Office of the Secretary

Philadelphia, October 31, 1911.

Mr. B. B. Herbert, National Printer-Journalist, W. Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert:—I was somewhat astonished to read your account of the Denver meeting. Although you were present, it seems hardly possible to me, with your membership and long association with the United Typothetae of America, that you could have written the article, because it shows not only unreasonable bias, but a lack of information that would seem essential in a correct report of the meeting. You must know that the officers of the organization do not receive any salary and that all their work is given without remuneration. I do not care to go into the report with a view of pointing out its inaccuracies, but only to express my regret that such a splendid supporter of the U. T. A. for so many years should allow himself to publish such a one-sided report.

Very truly yours,
FRANKLIN W. HEATH.

Cihcago, Ill., Uovember 6, 1911.

Franklin W. Heath, Secretary U. T. A., Philadelphia, Pa.

Dear Mr. Heath:—Acknowledging your favor of October 31st, I certainly had no intention of mis-representing anything in connection with the Convention at Denver. I think that I spoke in praise of the Typothetae, and only criticised what I considered a great mistake. I did not state that the officers of the Typothetae received salaries, but only that there need be no uneasiness as to the amount necessary for payment of officers or anyone else. Of course I knew that you were secretary and received a salary, and I have no doubt that you have felt that your compensation has not been equal to the work required, and of course, the secretaries, or attaches of the Chicago branch must also receive salaries.

That to which I objected, was the taking possession of the hall by the Typothetae and holding executive sessions and turning all the other members of the Cost Congress away. Especially has this seemed foolish, on after consideration, when it was acknowledged that the delegates to the U. T. A. had no power to adopt the constitution, but must refer it to the different Typothetae throughout the country.

Possibly I felt a little aggravated, as I went up to what I supposed was to be the Cost Congress meeting, and was turned away by the doorkeeper with the statement that the Typothetae would be through at 11 o'clock. I returned shortly after that hour and was far from being courteously treated. I presume your doorkeeper had become aggravated with the numerous inquiries and applications for admission.

I think that you know I have never had any other than the kindest of feelings towards the Typothetae and its officers, and that, in the aggregate, I have devoted hundreds of pages of the National Printer-Journalist to the advancing of its work, and making known the proceedings and addresses at its conventions.

I confess that I have felt that the work of the trade papers has not been appreciated. Of course, it may be said that what the papers have given has been as a matter of news. It has been more than that, for every possible aid has been given to officers, and they have been praised and commended in every possible manner.

I think the Ben Franklin movement, in the West, at least, gave the first and most effective impulse towards the widening of the work, and improving the business of printing, along the lines of efficient management, and installing of the Cost System, and due credit should be given on this account.

I think that had courtesy and consideration been shown at the Convention in Denver, the joint organization could easily have been effected. You have lived long enough to know that it is human nature to resent open discourtesy, often, more than greater wrongs coming in the natural struggles between men in busines and association affairs. If all who had gone to Denver, with a view of uniting in a joint association, had met together and discussed the constitution, and agreed upon its terms, and then submitted to the sub-ordinate bodies, I believe all would have been harmony.

Of course, I do not need to go into this matter further, as my editorial fully covered my views. I did not intend to do the Typothetae any wrong, and think I gave credit to the work done by the organization throughout all that I wrote.

With sincere regards and best wishes,

Yours respectfully,
B. B. HERBERT.

Guy U. Hardy, publisher of the Daily Record at Canon City, Colorado, has acquired by purchase his leading competitor, the Canon City Cannon, which has long been a strong county weekly with an excellent printing plant. The Weekly Cannon has been consolidated with the Weekly Record and the plant will be sold off.

The combination will make one of the strongest county weekly publications in Colorado.

Canon City is a fine little orchard town right in the mountains—just where your train comes out of the Royal Gorge.

The Daily Record covers the town and the Weekly Record fills in the crevices and covers the County of Fremont which has an area a good deal larger than that of the State of Rhode Island.

A Diamond Anniversary

The Seventy-fifth Anniversary of R. William Waterman of Athol, Mass., Chronicle, Made Glad by His Friends.

R. William Waterman, of Athol, Mass., is a veteran editor, who has been many times a delegate to and attendant upon the conventions of the National Editorial Association and has many friends among the editors throughout the country. Last August, following the meeting of the International Association of Advertising Clubs, the editor of this paper had the pleasure of a visit to Mr. Waterman's newspaper office and found his grandson in charge, and was informed that his grandfather, Mr. Waterman, was away developing his island park. Our time was limited and the train that it had been planned to take was soon due, so the opportunity to meet Mr. Waterman was missed. It has been a great pleasure to hear from him since that time and to know of his well-being and of the celebration of the rounding out of three-quarters of a century. Every newspaper man, as well as his numerous personal friends in the fraternity, throughout the land will be interested in the story as told in the Springfield, Mass., Republican:

"Last week was a pleasant one in the life of R. W. Waterman, veteran editor of the Athol Chronicle, as he passed his 75th birthday working as actively as ever at his newspaper office and possibly a little more so, inasmuch as there was extra work to do in getting out his edition. Mr. Waterman was seventy-five on Wednesday, and Friday evening, November 10th, he was given a complimentary dinner by his immediate family, twelve in number. There were absent one grandchild, and four great-grandchildren. After the dinner, a few intimate friends called, and participated in an enjoyable social time and a musical program.

R. William Waterman, Editor Athol, Mass., Chronicle, on his Seventy-fifth Anniversary. Sixty-one Years a Printer and Editor.

It is interesting to know that Editor Waterman is the only living charter member of the Massachusetts Press Association and is one of two living charter members of Suburban Press Association. He is probably the oldest newspaper man in the State who at the age of 75 is able to make up the forms, keep an eye on the press and folder and attend to other duties, always numerous about a country newspaper. Mr. Waterman has been in the printing business sixty-one years, or since he was a boy of 14. It was on October 1, 1850, that he left school and entered in upon a seven-year apprenticeship in the business. Finally, after getting his trade well learned, Mr.

Waterman began as a full-fledged journeyman printer in the University office of Cambridge. While in the office he did composition on the works of Shakespeare, Wordsworth, Longfellow and others. He set up quite a portion of Hiawatha from Longfellow's original manuscript. Leaving the University office Mr. Waterman spent time in a number of offices and while in Boston in one place he worked for a time setting up "Uncle Tom's Cabin" from the copy of the author, Harriet Beecher Stowe. Mr. Waterman finally accepted the position of foreman in the office of the Barre Gazette. That was in March, 1864. He worked at the start for $10 a week. Later, as Mr. Waterman did not receive an advance in wages that was due him, he decided to start a job office himself, which he did in Barre, and later also started a newspaper in the same town. In the fall of 1866 he decided to transfer the paper to Athol, where there was no paper at that time. Orange, Templeton, Gardner and Winchendon were without a paper, and so with the Athol patronage as well as Barre and several other towns, Mr. Waterman soon had a paying subscription list. He established a paper in Templeton in 1872, and another in Gardner in 1877, the latter was afterward bought by Whiting & Whitaker. The Suburban Press Association, of which Mr. Waterman is a charter member, was started at his summer home at Lake Ellis. In addition to the above, we will add, Mr. Waterman was the recipient of nearly 100 birthday cards, and many congratulatory letters, also several beautiful bouquets of choice flowers.

Among the many congratulations received by the editor, in recognition of his 75th birthday anniversary, was the following:

November 14, 1911.

Mr. R. William Waterman, Athol, Mass.

My Dear Brother Waterman:—The November meeting of the Massachusetts Press Association Inc., instructed the secretary to convey to you its congratulations and its very best wishes upon your having reached the seventy-fifth anniversary of your birth, which order it gives me very great pleasure to obey.

Your fellow members of the M. P. A. appreciate your long and honorable connection with the publishing business and are not unmindful of the fact that you are today the only surviving charter member of this Association. Its earnest wish is that you may long enjoy that distinction and while we wish that your days be lengthened we also pray that good health may attend the future years, as well as that they be many.

Your high standards of ethics as a newspaperman are appreciated by your fellow publisers as we feel they must be by your constituency.

Our association has also voted to publish in its official organ, "The Monthly Bulletin," a sketch of your life and your portrait.

With very best wishes, I am, Fraternally yours,

W. J. HEFFERNAN, Secretary.

FULL VALUE

Office The Republic, Beresford, South Dakota.

November 20, 1911.

B. B. Herbert, Editor National Printer-Journalist, Chicago, Ill.

Dear Sir:—Enclosed I hand you two dollars for renewal of my subscription to the National Printer-Journalist. You are giving your readers full value.

With congratulations for your long and efficient service, and a hope that you may be spared to continue such for many years, I am, Fraternally yours,

H. A. STURGES.

Another Past-President Passes Away

Hon. W. S. Cappeller Dies at His Home in Mansfield, Ohio—Brief Review of a Useful Life.

IT will be remembered that at the convention of the National Editorial Association at Detroit, in July, the fact of the illness of Past-President W. S. Cappeller was reported and a message of sympathy, with hopes expressed for his speedy recovery, was sent him, by unanimous vote. He recovered for a time and was once more at his work, but on November 1st, having suffered a third stroke of paralysis, he peacefully passed away at his home in Mansfield, Ohio, surrounded by his family.

Editor E. S. Hiestand, his surviving associate as editor of the Mansfield News, told in that paper, on the evening of his demise, in a sympathetic manner, of Mr. Cappeller's death, and gave a brief review of his life, which, while it will bring sadness to the hearts of thousands of editors throughout the United States, will be read with interest and profit:

The indomitable spirit of W. S. Cappeller took its flight from its earthly tenement at 2:40 P. M., Wednesday, November 1.

Following a second stroke of paralysis sustained last winter which left him in enfeebled condition, Mr. Cappeller failed to recuperate to his normal state of health, and though he recovered from that illness to an extent which enabled him to be about, and his mental activities were as vigorous as ever, he did not regain former physical strength, so that when on the night of October 19, at his home, he sustained another stroke of paralysis, which affected him to greater extent than either of the previous attacks it was felt that his recovery was scarcely possible. For a day or two following this attack the patient was in a semi-conscious condition without power of movement or speech. From this extreme condition, during which life was only sustained by the administration of oxygen at frequent intervals, Mr. Cappeller rallied to an extent early last week that he was able to sit up a short time for several days in succession, and while the attending physician held out little prospect of any permanent improvement, it was felt that the re might be a rally that would prolong life for a season.

But it was not to be. While Mr. Cappeller, with the grit that always characterized him during illness or any other contest or trouble, made a brave struggle and insisted that he expected to be able to be out within a week, there was no gain in strength and the latter part of the week found him losing ground, but still able to recognize members of the family, attendants and intimate friends and to talk to them briefly as late as Sunday evening, but from then on he sank rapidly until the final summons came.

William Shakespeare Cappeller was born February 23, 1839, in Somerset County, Pa. He was the son of William G. and Mary Cappeller, who emigrated from Pennsylvania in 1848 and located upon a farm near Richmond, Ind. The father, during the presidential campaign of 1852, being an eloquent speaker and well versed in civil affairs, stumped the State of Indiana for Franklin Pierce, speaking both in German and English. By the death of the father occuring during the winter of 1852, William S., the only child, was left, at the age of thirteen, as the mainstay of the widowed mother in the cultivation and management of the farm.

The lad worked assiduously during the spring and summer months and in the fall and winter attended the elementary schools, securing the foundation of a good education, while his active outdoor work on the farm gave him a robust constitution which in later years stood him in good hand for an unusually large amount of labor, both in public and private capacity. As a youth he attended the lyceums and debating societies, acquired a liking for debate and a fine talent as an extempore speaker and debater.

While in his teens he was apprenticed to D. P. Holloway, then publisher of the Richmond Palladium, to learn the trade of printer and worked at it some months, but

his uncle, Philip Dom, of Mt. Healthy, Hamilton County, Ohio, offered him the opportunity for acquiring a more extended education at Farmers' College which he accepted. Mr. Dom had shortly before lost his wife and Mrs. Cappeller and her son went to reside with him and the young man pursued his studies in this institution under the careful guidance of his mother to whom he attributed much of his success in life and whose latter days were spent with him in ease and comfort.

In 1859 Mr. Cappeller was married to Miss Elizabeth Killen, of Mt. Healthy, and engaged in the dry goods and grocery business at that place in which he continued for a number of years. In 1866 he was appointed postmaster of Mt. Healthy and held the office until 1887. In the interim he had been elected clerk of Springfield township, Hamilton County, and also clerk of the township board of education and was three times re-elected to the position. During his leisure hours he studied law, qualifying himself for admission to the bar and opening an office in the village, disposing of his interest in the store.

About this time the press of Cincinnati was declaiming against the mismanagement and corruption of Hamilton County officials and the court of common pleas,in October, 1871, appointed a committee of three, of which Mr. Cappeller was a member, to investigate these charges. He discharged his duties so faithfully and earnestly as to elicit the commendation of the people and the press, and the state legislature, acting upon the exposition of the cause of the complaints against the officials as made by the committee, amended the laws pertaining to the compensation of county officials, by a bill known as the "Hamilton County Fee Bill."

Mr. Cappeller's capable work on this committee resulted in his securing a clerkship with the then County Auditor Walker M. Yeatmon, and in October, 1873, when Joseph B. Humphreys was elected county auditor he appointed Mr. Cappeller his deputy in which position he was continued when Auditor Humphreys was re-elected in 1875. Following his wide experience in the office, as clerk and deputy, Mr. Cappeller was himself elected to the auditorship as the successor of Mr. Humphreys and filled the position for two terms, being elected to his second term in 1880.

During his first term as county auditor Mr. Cappeller, who had for many years been active in Odd Fellowship, was elected grand master of the Ohio grand lodge, serving with distinction and gaining a wide state acquaintance in the discharge of his official duties, the order being one that appealed to him and in which he retained membership and a lively interest, his connection with the subordinate lodge and the encampment branch being retained with his original lodge and encampment, but he becoming a member of the Patriarchs Militant, Canton Mansfield, No. 6, when it was instituted.

Mr. Cappeller was also an Elk, being a charter member of Mansfield Lodge No. 56, and having served it as exalted ruler in 1895-6.

Shortly after his retirement from office as auditor of Hamilton County Mr. Cappeller, always active, became associated with Messrs. Webber and Boyle in the then early industry of the manufacture of stereotyped plate matter for the use of newspapers in the smaller cities and towns and it was during his connection with this business that he picked out Mansfield as a likely place for the establishment of a daily newspaper, after one local publishing firm had abandoned, as too great, the undertaking which it had contemplated with the use of the matter furnished by the plate concern with which Mr. Cappeller was connected, this concern later having been absorbed by the great American Press Association in which Mr. Cappeller was interested and a large stockholder for a number of years.

Of all the activities of his busy life Mr. Cappeller placed above everything else his connection with the publishing of a newspaper and this paper stands as the chief monument to him. His was the enterprise, the faith in the city, the energy, determination and grit that led to the establishment of this paper at a time when results were uncertain and conditions were held by many to be unfavorable for the undertaking. Great obstacles were to be overcome. Opposition, and opposition that was not always fair and honorable, had to be met. For a number of years the venture was a losing one financially, but the founder of the News never faltered and against odds that would have overcome many a fainter heart this paper, from its first issue, March 6, 1885, has grown and developed and for years has prospered in every way and thus demonstrated the judgment of the man who for over twenty-six years has been its moving spirit, and all of whose energies were bent towards its success, his theory always being that the upbuilding of a good newspaper meant much for a city as well as for the publishers. The newspapers advertised the city and in proportion as the city was boomed and advertised so the publisher also reaped his benefit of increased circulation and expanding advertising columns.

"I want the News to be for Mansfield all the time," was a frequent expression of Mr. Cappeller, "and then I am not afraid but that Mansfield will be for the News." And that has been the spirit which has been associated with the paper in any capacity during its over a quarter of a century of existence.

The News has spoken for itself during all these years. Its policy has in large part been the reflection of the character of its founder, who, although not trained in the practical details of newspaper work, either in the counting or editorial rooms, had to large extent the newspaper instinct which is essential to success in publishing a journal and without which many publishers have failed while possessing other qualities needed in the business.

Having accomplished much in public and private life before engaging in newspaper work, it was at the age of forty-six—in the very prime of life—that Mr. Cappeller started here what was his chief life work, that of newspaper publication. But manifold and exacting as were its duties, owing to good organization and department work, Mr. Cappeller found much time for other pursuits. Always an active political worker, and having served as chairman of the State Republican Committee in 1880, previous to locating in Mansfield, he here continued active in political life and in 1886, 1887 and 1888 he served as Republican State chairman, his management of the campaigns being characterized by great executive ability, in which he put great effort and heart as he had long been the friend of Joseph Benson Foraker, who was during Mr. Cappeller's chairmanship a candidate for governor and was elected. He served by appointment of Governor Foraker as State Commissioner of Railroads and Telegraphs, 1887-89, and during his term amicably adjusted a number of differences between railroads and employes and disputed points between railroads and shippers.

Allied with the publishing of a newspaper is the keeping in touch with fellow publishers and in 1886, Mr. Cappeller headed the call for the organization of the Ohio Associated Dailies and was president of that body for several years and a member of its most important committees for many years. He was also a member of the National Editorial Association, serving as its president in 1892-3 and with Geo. W. Childs participating in the opening exercises of the Childs-Drexel Printers' Home at Colorado Springs, Colo. He was also a member of the Buckeye Press Association and it was to his very great regret, as well as to that of the members of the association for whom he arranged a dinner during their session here last winter, that he was unable to attend the meetings of the association by reason of illness.

Mr. Cappeller, always active in what pertained to Mansfield's interests, was an energetic member of the chamber of commerce and served as its president for the years 1902-5.

In March, 1902, he was appointed postmaster by President Roosevelt, serving for four years and being appointed in March, 1906, and serving another term somewhat in excess of four years, or until the appointment of the present incumbent.

In all of these varied capacities of public and private life, filling of state offices in newspaper, fraternal and political organizations, Mr. Cappeller made friends all over the country and had an acquaintance with men in all walks of life and in many States of the Union.

But while widely known in newspaper, political and official station it was as home citizen, man of near acquaintance, one identified with local interests and helping to advance city betterments that Mr. Cappeller was best known and most highly appreciated. Many an individual who would be willing to consign the politics of Mr. Cappeller and of his paper to the undermost depths had great personal regard for him and readily credited his

paper for its merits as a newspaper and the "Captain," the "Major," (Mr. Cappeller never had or claimed military title) or merely "Cap" (as near and intimate friends abbreviated his surname) had personal friends by the host, attracted by his companionable nature, his good fellowship, his humor, his never-failing fund of anecdotes and stories, and his natural bent to being a good fellow when in health, as well as covering possible physical ailment by an air of gayety when others of less backbone and courage would have given up completely. This was in nowise better illustrated than during the days prior to his last and fatal attack. Knowing, as he must have known, that the dread summons could not be far away, and that it might come at almost any moment, he maintained an air of cheerfulness that was surprising and that caused many of his friends to hope, if indeed, not to believe, that his life might be spared for a number of years. The very day of the evening when he was prostrated he was at the office as usual and during the interest attending the world's series of ball games he was the life of the little company assembled in the room from which bulletins of the games were being megaphoned.

Editor E. H. Hiestand in a thoughtful editorial of appreciation, expressed thoughts and sentiments that will find responses in the minds and hearts of many editors throughout the whole country.

The funeral of Mr. Cappeller was held Saturday, November 4th, and the large attendance, the emotions shown and the words spoken showed in how great and deep regard this editor was held in his home city where he had lived and worked for all the people.

During the funeral the street was filled with many people unable to get in the house. They waited outside until the funeral was over, then reverently followed to the cemetery. The assemblage was truly a representative one and typical of the life of the deceased. Few people ever came in touch with so many different classes of people as did Mr. Cappeller and the fact was emphasized by the different classes who followed him to the grave. The funeral was next to that of the late U. S. Senator John Sherman, the largest ever held in Mansfield. Short and simple, yet solemn services were held at the house and then the march to the cemetery was begun. It was very appropriate that the little carrier boys to whom Mr. Cappeller had endeared himself, should head the procession, followed by the employes of the News. After them came the Elks and then the employes of the postoffice who had served so many years under Mr. Cappeller. Following the employes of the postoffice came citizens and the representatives of the newspaper fraternity from different parts of the state.

Dr. D. J. Meese, for twenty-two years pastor of the First Presbyterian Church, and more recently chaplain of the Ohio reformatory, an acquaintance and friend of Mr. Cappeller almost from the time that each became a resident of Mansfield, officiated at the funeral and said in closing his address:

All worthy life has its ideals. We may not be conscious always of our own ideals. These are as unfixed as the atoms that build a world. Lower ideals are constantly shifted for higher and newer. In the towering characters of history we note them. Cæsars's ideal was world empire. Napoleon would lay at his feet a continent. Luther would liberate its thought. Lincoln would weld a nation. Jesus came to redeem a race.

Mr. Cappeller's life furnishes an excellent illustration of what has just been said. To begin with we go back to the mountain-land where he saw the light of day. Then we follow him with his parents to what was then the remote west. Thirteen years elapse and the father is called hence. The boy now sees the dawn of a new responsibility. His youth is restless. He tackles the work on the farm and the tasks at school. He is on the move. Now we find him at college and now in a new business. Ideals succeed ideals. Public service is coupled with private pursuit. Higher up the luring ideals beckon until he comes to the last segment of life's circle—he rears his monument in the establishment of a newspaper of such large proportions as to have wide influence and large constituency. Surely this life was a restless, animated process from start to finish. Can such a process ever stop?

"The good who have wrought can never die."
"The brave who have fought can never die."
"The wise who have taught can never die."

Mr. Cappeller wrought. In this community he has left his impress. He was devoted to the city of his adoption. The boys, the children, the poor felt his beneficent interest in them.

Mr. Cappeller, too, was a fighter. Positive, courageous men are sure to be in the midst of contentions and like all men of initiative must expect alternate defeat and victory.

Seldom is seen such a tribute in flowers as the offerings sent to the Cappeller home. They came from individuals, societies, associations, lodges, etc., the carrier boys, employes of the News, and newspaper associations all strove to show in their floral offerings, the esteem they had for the deceased. Each token was a token of esteem of the donor and each flower seemed to bear a silent message.

Hon. W. S. Cappeller was elected President of the National Editorial Association at the ever-memorable convention at St. Paul, Minn., July 12-16, 1891, over which E. W. Stephens of Columbia, Mo., ably presided. In accepting his election he briefly said, while returning thanks for the honor conferred: "I have, in times past, received some favors of my fellow citizens, but none that I esteem more highly than this at your hands at this moment. To be elected the President of a representative body, such as the National Editorial Association, is an honor of which any gentleman might feel proud."

President Cappeller arranged for and presided at the wonderfully successful convention held in San Francisco in 1892, when the delegates and their companions, to the number of nearly six hundred, traveled to the Pacific in three separate trains, stopping, on the way, at Colorado Springs to take part in the dedication of the Child-Drexel Printers Home, accompanied by Geo. W. Childs, one of the founders of the institution. Pres. Cappeller spoke on behalf of the National Editorial Association at the dedication of the Home.

In responding to the addresses of welcome in San Francisco, Pres. Cappeller gave the following among many other apt expressions, appropriate to the occasion, that contain a revelation of his sentiments and views:

"You, here on the Pacific Slope, have had before you for years the problem of advancing civilization. I take it from the magnificent and sumptuous banquet served today and the hearty receptions tendered on our way, that the people of California are still engaged in that mission."

"The real spring of human accord that drives away the ravages of time is good fellowship, and the festal board is the antidote for the bitterness and selfishnes of party politics."

"We recognize good living as the most American civilizing agency."

"Age may whiten the hair and furrow the brow, but the real spring of human happiness is perpetual fellowship."

"These editorial excursions, by the contact they afford between citizens of widely separated localities, tend to broader and more correct views, and the newspaper men who gain them are better prepared to discuss questions of public policy with a view to the best interests of the whole country."

"Today it is greater to be the free and untrammeled occupant of an editorial sanctum, in love with the profession and alive to its duties, than it was, two thousand years ago, to be a Roman, when to be a Roman was greater than to be a king."

In his annual address to the Association, Mr. Cappeller, in addition to a review of the work accomplished during the year in legislative and other fields, said in part:—

"It was with an appreciation of the responsibilities, as well as the duties and privileges of the press, that this organization, founded nearly eight years ago, came into existence."

"What a history is that of the press! How potent, how far-reaching its influence! Its mission to civilize, to educate, to enlighten, to ennoble, to record the pulse beats of humanity, to stand for the right, to declare the truth, to preserve the priceless heritage of rights and liberties to mankind by the maintenance of justice and equality in Government.

"It is, therefore, natural that a great organization like this should have been formed to confer with each other on matters of importance to the profession, for profession it is, as high and honorable as that in which anyone can engage."

"Let the editor congratulate himself that the demand for his services is not occasioned by a violation of the laws of God, of Nature, or of man, but that, in the world-wide domain, he holds a position in which he ministers to every class and condition of men and to him it is largely due what of honor and fortune comes to the members of the older but less influential professions."

"With such opportunities and privileges come responsibilities that cannot be evaded by those who would worthily fill a position of such dignity, honor and power. Modern Journalism requires much."

"The modern journal is a marvel. It has become an absolute necessity to mankind. It is the instructor of the people, the guardian of their rights and liberties. Its influence upon the people and upon governments is far-reaching. It leaves an impress which is felt upon the individual, the family, the community and the state. It makes and unmakes the powerful of the earth and may control the destines of nations. Limitless possibilities are before it. Its power is growing and with increase of power there must be growth, mental and moral, of those entrusted with such power."

"Everyone who assumes the responsibilites of our vocation should lose no opportunity to broaden and widen the powers brought to the performance of the work."

"This Association, representative of the entire newspaper and periodical press, brings into consultation those whose interchange of ideas and experiences cannot fail to benefit. It is by experiences of ourselves or others that some of the most valuable lessons are learned."

His address was filled throughout with such useful and inspiring thoughts.

Pres. Cappeller had not been in good health for many years past, but he was always present, when it was possible, at the annual conventions and at the meetings of the Executixe Committee of the Association. His last attendance was at the Executive Committee in Chicago the first of this year. He did not take a particularly prominent part in the discussions, but all who enjoyed his comradeship at that time, found him the same genial, lively, kind-hearted, companionable man then as in all the past.

Meeting of the National Council N. P. A.

Convention for 1912 to be Held in Chicago in June.

By W. F. Parrott, Secretary.

SUBJECT to a rather sudden call by the secretary, made necessary through confronting conditions as to a meeting at all in 1911, a goodly number of the members of the National Council of the National Press Association met at the Hotel Sherman, Chicago, November 16, 1911.

The gathering came to order promptly at 10 o'clock, Pres. R. E. Dowdell presiding, W. F. Parrott, secretary.

The future of the Association was frankly discussed from all standpoints. The article published in the November issue of the National Printer-Journalist, "Upbuild Suggestions," was discussed and weighed carefully. The concensus of opinion being, without formality of motion or resolution, that the plan of having a Publishers and Printers Exposition, a school of instruction or publishers institute, was the only policy to pursue.

Past-President B. B. Herbert offered the following resolutions and moved their adoption:

Resolved, That there shall be and there are hereby constituted departments of the National Press Association:

First—Department of Cost System and Efficient Shop Management and Engineering.

Second—Department of Advertising Management.

Third—Department orf Circulation Management.

Fourth—Department of Daily Papers.

Fifth—Department of Weekly Home Papers.

Sixth—Department of Periodicals.

Seventh—Department of Agricultural Papers and Agricultural Matter and Features in Weekly and Daily Papers.

Eighth—Department of Postal Laws and Regulations and Legislation affecting newspapers and other publications.

Ninth—Department of Trade Papers.

Tenth—Department of Education in Journalism.

Resolved, That all publishers and all business, advertising and circulation managers and superintendents of mechanical branches of newspapers, periodicals, trade, agricultural and technical papers, and teachers of journalism, be invited to affiliate with this Association in order to enjoy the advantages of the several Departments constituted.

After consideration and discussion, the resolutions were referred to the Executive Committee with full power to act on behalf of the Council.

Then came the question of location and the substance of twenty-two different invitations from as many cities was read by the secretary. Discussion followed, motion to adopt and an informal ballot was taken. Chicago led by quite a majority and the informal ballot was made formal, Chicago was selected as the place of meeting in 1912, with the Hotel Sherman as headquarters. It was moved and carried that the convention be held in June, 1912, probably the week preceding the National Republican Convention, the executive committee to decide on the dates in June.

No definite action was taken upon the question of a side trip, this, too, going to the executive committe for final action. In all probability a trip will be arranged through South Dakota. Sioux Falls, South Dakota, was the only close rival Chicago had for the meeting place in 1912. Sioux Falls and the entire state of South Dakota offered such liberal inducements that it was difficult to decide even on Chicago, so centrally located, as the an-

nual meeting place. The offer of South Dakota forcibly reminded one of the days that are gone in the way of courtesies. It is, therefore, more than probable that South Dakota's seven days invitation, with a most delightful complimentary outing, will be accepted by the executive committee.

The question of membership and its importance was thoroughly discussed. George Schlosser of Sioux Falls was elected an assistant to the secretary and a campaign for new members and an attendance to the 1912 meeting will be pushed as never before. Every publication friendly to the association will be pressed into service and circular matter of every description will be mailed to prospects. There is much to do for all interested and the members of the National Council will be held responsible for the showing made in their respective states. There must be an average membership of twenty-five from each state. A plan adopted in Indiana and one recommended, was a division of labor in each State. The member of the council to be the hub around which the wheel of progress must revolve. For illustration, the member from Indiana will send out letters and circulars, secure all the mail orders obtainable. The committee appointed, consisted, in the Indiana case, of two because only two associations. These two members will not only attend the meeting of the local association, make an address to the members, but will commence a canvass for members within their immediate territory at once. The report of the sub-committee will be made to the member of the council and from him to the secretary. It is hoped and urged that all states adopt the Indiana program, appointing one assistant for each local press association in the state.

The election of an executive committee of six as provided by the new constitution and by-laws brought out many good suggestions. The following gentlemen were placed in nomination: Walter Williams, E. H. Pierce, Geo. H. Hosmer, A. W. Glessner, Geo. Schlosser, A. D. Moffett, J. C. Oswald, W. H. Mayes, A. N. Pomeroy. A ballot resulted in the election of Walter Williams, Missouri; E. H. Pierce, Massachusetts. A. W. Glessner, Illinois; A. D. Moffet, Indiana; W. H. Mayes, Texas; Geo. Schlosser, South Dakota. The president, secretary and treasurer are ex-officio members of this committee and the nine members have full charge of program and all arrangements of the 1912 meeting.

That such committee will rise to the emergency and discharge the duties in so thorough a manner as to bring success and stability to the organization was the enthusiastic belief of every council member present. There was a better feeling, a hopeful outlook and a determination to win by all those in attendance.

Chicago will do her part, the supply men are willing and anxious to co-operate and from every standpoint the outlook for the 1912 meeting is extremely bright.

There will be two results obtained, useful and profitable information, methods of money making, cash assets in saving and producing. Following the most practical meeting ever held will be a delightful trip, short, instructive, enjoyable, lots to see and that under most favorable conditions.

Past-president Herbert gave notice of amendments to the new Constitution and By-Laws with the purpose of retaining the separate identity of each affiliating association and an executive committee member from each, as well as the National Council member at large from each state. It was understood that the secretary was to notify and to ask the attendance, at the next convention, of the executive committee member from each association in accordance with the action of the 1911 convention.

A Sketch of the Life and Work of the Late William E. Curtis

By A. W. Glessner in the Galena Gazette.

R. A. W. GLESSNER was a lifelong friend of the late William E. Curtis—whose recent death has been deeply felt and mourned by hundreds of thousands of newspaper readers, throughout the Nation. The two commenced life at the printer's case and came to Chicago at about the same time. The following sketch of Mr. Curtis by Editor Glessner in the Galena, Ill., *Gazette,* will be found full of interest as giving some most intimate, new, interesting and enlightening views of Mr. Curtis' career and work:—

The sudden death of William E. Curtis, the noted newspaper correspondent, will prove a shock to thousands and tens of thousands of his personal friends in all parts of the world. In many respects he was the best known American and undoubtedly possessed a larger acquaintance with prominent people than any other man in America. The writer made his acquaintance early in the '80s at which time he was city editor of the Inter Ocean in Chicago. He was an ambitious fellow in those days and some of his friends were inclined to think he was rather too full of egotism but later on in life he developed into the most winsome and attractive of men. There was a bond of sympathy between Mr. Curtis and the writer as both had worked at the case in their youth and both had sought Chicago as a field of endeavor in the journalistic line. The writer, however, failed to connect and went into commercial lines, but Mr. Curtis was fortunate in securing a position at once and forged immediately to the front.

In later days after Mr. Curtis went to Washington I made his office my headquarters while sojourning in that city but very frequently was unable to meet him as he made numerous journeys to various parts of the world in quest of information and material for his daily letters and lectures. A close acquaintance with Mr. Curtis gave me an insight into his system of collecting and disseminating news and I spent many pleasant hours in his office noting his work and enjoying his companionship. It was astonishing the number of prominent men who called upon him and who gave to him their innermost secrets, knowing that the same were safe in his hands. I recall one day a gentlemen of mature years with bronzed head and beard stepping into Hr. Curtis' office and handing him a roll of documents, say, "Here are those papers, Mr Curtis. You can use them now." After the man departed, Mr. Curtis asked if I knew who he was, and on my replying in the negative he stated he was the chairman of the naval board of administration, Admiral Crowingshield, and the papers which he had handed over constituted the reorganization of the naval service.

One of the instructions under which Mr. Curtis worked was that he should not incorporate in any of his letters to the Record-Herald any information that had heretofore become public property or any information which might be used contemporaneously by the papers belonging to the Associated Press and furnished by that news-gathering bureau. For that reason Mr. Curtis had to seek special sources of information, but never failed to find material enough for a letter of two or three columns each day. Mr. Curtis possessed a wonderful faculty in the gathering of information and considering the vast output from his pen he was remarkably accurate. Nevertheless he was the subject of criticism on the part of many people inasmuch as in his travels he frequently met

one particular faction or coterie of public men who often intentionally misled the correspondent in furnishing information or misinformation to him. Mr. Curtis, however, was always broad enough to correct mis-statements which crept into his manuscript.

Sitting one day in his office I asked him how he was able to get so much governmental news of a statistical character and expressed my surprise at his having sufficient time to put together the statistics which he had obtained. Drawing out from a drawer in his desk a small thin card, he held it up and said to me that one of such would get for any member of his staff any information which he desired from any government officer.

When in Washington it was always my desire to furnish to Mr. Curtis some information which he could use in his correspondence and while a member of the Committee on Transportation of the National Editorial Association I visited Washington with a number of newspaper men having an appointment with the Interstate Commerce Commission in order to obtain a ruling on the exchange of advertising for transportation. In the course of the interview I had asked Chairman Knapp a direct question which he had answered in the manner which I desired. I immediately asked him to put his words into writing but he declined to do so and later withdrew from the position which he had taken. Had he committed to writing the statement that he made to the newspaper men assembled at that time the entire question of transportation would have been changed. I went from the meeting immediately to the office of Mr. Curtis and dictated to his stenographer a resume of the meeting and within a day or two this story was written up by Mr. Curtis. After I completed my dictation, Mr. Curtis said to me, "I will see Mr. Knapp tomorrow and see if I cannot clinch this matter for you." When he saw Mr. Knapp, however, the gentleman had slept over the matter and practically denied the conversation of the day before to which there were probably twenty witnesses stating that a wrong construction had been placed upon his utterances. It may be of interest to recall at this time just what Mr. Knapp had said. The question which I asked was whether or not if a railroad owed to a publication a certain amount of money on a bona fide contract and the newspaper requested payment in transporta- instead of cash would the railroad have the right to issue the transporation, and to this question Mr. Knapp replied, "Yes."

In the course of his journalistic career in Washington, Mr. Curtis met representatives in diplomatic circles from all over the world and was very careful to show to these representatives of other lands every courtesy in his power. At one time he called my attention to a letter of his on a governmental crisis in Berlin and asked if I would care to know how he got the information. On my answering in the affimative he stated there was stationed in Washington some years before an attache with whom he was on intimate terms and that this friend had cabled briefly the facts which he had worked up into the article in question.

While spending some time in London Mr. Curtis made the acquaintance of Lord Curzon who was at that time working on one of the London papers and a strong friendship grew up between the two men. Later on when Curzon contemplated a trip to that country and immediately sat down and sent Mr. Curtis a warm invitation to be his guest while in India. It so happened, however, that Lord Curzon was called from India at the time of Mr. Curtis' visit, but he gaves to Mr. Curtis a letter addressed to all officials in Indian commanding each and everyone to furnish to Mr. Curtis such information as he might desire. As a consequence Mr. Curtis got nearer to actual conditions in India than any man who had ever traveled in that country and his letters on certain of their religious and other relations astonished the world, especially his revelations with reference to the position of the Nautsch girls of that country.

I dropped into Curtis office in Washington one day and he greeted me with considerable warmth and said to me, "I have been looking for you for several months. My son is engaged to a daughter of one of your neighbors and I am very anxious to learn all I can about her and her family." I was glad to give him the information in my possession and he was very grateful for the same. A few years later I made a call upon him on shaking hands with me he said, "Yesterday was my birthday. I was fifty-eight years old and the only one to remember me on that date was my daughter-in-law, your former neighbor, who sent me a telegram of good wishes from St. Louis." This act touched him deeply.

It may not be generally known, but it is a fact that the man who made William E. Curtis was James G. Blaine. In his rounds as correspondent of the Inter Ocean, Mr. Curtis came in contact with Mr. Blaine, then Secretary of State, and Blaine took quite a fancy to Mr. Curtis. One morning seeing Curtis in the department he took him into his private office and said to him, "Curtis, our commercial and diplomatic relations with South America are in none too good a condition. What would you think of holding a conference with representatives from the South American nations and endeavoring to get closer to them?" Mr. Curtis approved of the idea and the matter was discussed at different times, covering a period of two or three months. Finally Mr. Blaine said to Curtis, "I have not the time to develop this idea nor have I any one in the department whom I care to trust with the arrangements. Will you not act for me and arrange for a conference such as we have discussed?" Curtis accepted the duty, drew up all the papers which of course bore the signature of the secretary of State and made all arrangements including the transportation to Washington, in most cases via Hamburg or Liverpool. The Pan-American conference was a success and its success was largely due to Mr. Curtis. Later when the World's Fair was held at Chicago Mr. Curtis was placed in charge of the bureau of South American Republics, and if I am not mistaken visited that country, soliciting exhibits therefrom and the attendance of their prominent men.

While in Chicago Mr. Curtis was a member of the Press Club and served as president of that organization and frequently when in Chicago he spent considerable time at the Club and was always a very welcome guest there. He will be missed by the Press Club boys and by hundreds of others with whom he came in close contact.

A. W. GLESSNER.

F. A. Miller, editor of the South Bend Tribune, has been named by the South Bend Chamber of Commerce to select speakers for a series of monthly dinners to be given by that organization. Among those already chosen are Joe Mitchell Chapple, of Boston, editor of the National Magazine; Dr. J. N. Hurty, of Indianapolis, secretary of the Indiana health board; Hon. J. Hamilton Lewis, the noted Chicago lawyer and orator; William Fortune, ex-president of the Indianapolis Commercial Club, and Herbert Bigelow, of Cincinnati, a noted resident of Ohio.

The National Press Association of the United States

(Compilation of History from Proceedings of the Minnesota Editorial and National Editorial Associations)

THE year 1911 has witnessed much advance in organizations of publishers, editors and printers. The National Editorial Association of the United States, as its Twenty-sixth Annual Convention in July at Detroit, Mich., adopted an entirely new constitution, much enlarging its field and plans of operation.

In August the conventions of the Associated Advertising Clubs of America, with the different sub-conventions or departments, showed a broadening out of work that affected and must continue to influence, for good, every branch of printing and publishing. In September, the United Typothetæ of America, at its twenty-fifth annual convention in Denver, Colo., adopted a new constitution, greatly widening the sphere of its activities, and on November 16th and 17th, in Chicago, the Ben Franklin Clubs, that have been carrying forward—as Editor Grondahl, of Minnesota, had said, in an address at the University of Missouri in February—"The purpose to raise printing and publishing business to a higher standard and to promote the scientific application of simple, practical ideas and to place the trade on a par with other kinds of manufactures as regards dignity, financial stability and success, came together in a national organization with the name of Ben Franklin Clubs of America. In Chicago, too, in July, was organized a new association, that will undoubtedly result, later, in a national body made up of superintendents or governors of printing offices, under the name of the Printing Crafts Association. No other year in history has been so much signalized by widening, and rendering more useful, organizations, and by intelligent efforts for the improvement of printing in all its branches.

The changes made in the character and plans of the National Editorial Association—in part indicated by the substitution in the name, of the word "Press" in place of "Editorial,"—were intended to so broaden the membership and scope as to include all branches and departments of the newspaper, trade, technical, and periodical press and all workers therein.

The scheme for the enlarged work of the organization is provided for in Article XI of the By-Laws, which is as follows: "A Department shall consist of those members of the Association who are especially interested in the consideration of a particular phase of journalism. Such department shall be administered by a chairman and secretary, to be named by the National Council, and such other officers as it shall deem necessary to conduct its affairs. Each department shall hold its annual meetings, at the time of the annual convention of the Association, but may hold special meetings at such other times as may be called, when requested, by the National Council. Each department shall be limited to two sessions, with formal programs, at the time of the Annual Convention of the Association."

This plan is intended to meet the demands of all and each and to command greater talents for the joint sessions and more expert and specialized instructors, essayists, debaters and speakers for the different divisions. Editors, Reporters, Advertising, Circulation and Business Managers, Daily Papers, Weekly Papers, Periodicals, Trade Papers, Agricultural Publications, Technical Papers, and so on, can each and all have their separate departments, officers and meetings and discuss the questions pertaining to their different departments or specialists and then convene with the whole body of members to hear the addresses by the leaders of thought and in the calling, and discuss matters that touch the interest of the press as a whole. Cost Systems and Office Management, Shop Engineering, Postal Rates, Laws and Regulations, and many other subjects can be considered in the joint sessions of all the members and then, if desirable, be further considered by the different departments as applied to or affecting the several branches of the work.

The National Council, provided for in the new constitution, is composed of the President, Vice-President, Secretary and Treasurer; all Past-Presidents of the National Editorial Association, and all Past-Presidents of this Association, and one member from each State represented in the Association to be chosen at the Annual Association meeting. The duties of the National Council are the promotion of a professional spirit among journalists; the collection and publication of information of service and interest; securing the enactment of just legislation and opposing unjust legislation directly affecting the press; the arrangement for the regular meetings of the Association, the organization of the Association Departments, and the promotion, by all reasonable means, of the interests of newspaper-makers of the United States. The National Council, also chosen six members, who with the President, Secretary, and Treasurer of the Association, shall constitute the Executive Committee.

This Association was organized by B. B. Herbert, then President of the Minnesota Editorial Association, at New Orleans, La., during the World's Industrial and Cotton Exposition in 1885. Mr. Herbert, in calling the first convention to order, and welcoming the delegates, said of the proposed organization: "It would result in an increase of benefits to the press of the country, benefits of a social and educational as well as of a business character; it would bring the newspaper men together annually for the purpose of fraternal intermingling, and it would teach them to know each other in a more intimate manner than the same result could be obtained in any other way." He was chosen the first president of the organization, and in his annual address at the convention in Cincinnati, February 23-25, 1886, Mr. Herbert advocated:

First—The building up of a professional journalistic literature, through compilation of papers and addresses presented at annual conventions.

Second—The taking steps for the establishing of a college of journalism, and the encouraging of journalistic training in a few of the existing universities.

Third—Practical action, compact and legislation as to advertising.

Fourth—The consideration, discussion and establishing a code of ethics and editorial courtesy.

Fifth—The securing of the enactment or amendment of the laws of libel in the different states, "to conform to the new conditions, with the necessities of a profession whose untrammeled freedom, when acting within the bounds of an honest purpose, is of the highest interest to every citizen, and necessary to the protection of public morals and the guarding of both the government and individuals against wrong, defalcation and fraud."

Sixth—The establishing of a professional journal for the newspaper calling, as a means of communication between and among the members of the Associations and a medium for the discussion of topics and the diffusion of knowledge pertaining to the profession.

Seventh—Arrangements, through proper officers in the different states, for the employment of men and securing confidential information as to fitness for the services desired.

Eighth—A permanent character and headquarters and incorporation by act of Congress or under the laws of some State of the Union, and the putting money into the organization to carry out its objects for "where the treasure is, there the heart will be also."

Ninth—Arrangements for securing advertising and adjusting prices therefor on a uniform and equitable basis.

Tenth—Providing ways and means for journalistic education and the elevation of the profession thereby, that will only come through carefully prepared and thoroughly digested methods, by the work of enthusiastic, zealous members especially assigned to this duty.

Eleven—Proper regard for and acknowledgement of courtesies extended by cities where annual conventions are held, "Editors, wherever, meetings are held, from year to year, have the power of conferring valuable favors, not only on the city and State, but upon many public and private institutions. On this account, and by reason of the spirit of hospitality found in all parts of this free land, many courtesies are extended and should be received and treated with dignity. The reputation of the Association is at stake. All are judged by the bearing and behavior of individuals, and the conduct of each should be such as is worthy of men who live always in the public eye to counsel and instruct."

At the convention in Denver, Colo., in September, 1887, Mr. Herbert presented a paper on the subject, "Shall the National Editorial Association Incorporate?" in which he strongly advocated incorporation for carrying out the practical objects of the Association, especially dwelling on the business objects, the establishing of a professional journal and of a college of journalism, and advocated the establishing of permanent headquarters.

His successor in the office of the President have concurred in these recommendations. Twenty-six conventions have been held in different parts of the Nation from New Orleans to Boston and San Fransico and from St. Augustine, Fla., to Seattle, Wash., and the country has been traversed from the Old City of Mexico on the south to Winnipeg and Alaska on the north. One of the first declared objects of the organization for the editors of the country, the knowing of each other better and increasing their knowledge of and interest in every section of the union, has been grandly accomplished. All sections of the country have been brought to a better understanding and public improvements and private interests have been subserved and advanced. The influence of these conventions has been seen in the lessons as to newspaper-making learned, and a broad journalistic literature has been developed. Journalistic education has been encouraged and advanced until now a dozen State Universities and many other institutions and colleges have schools of journalism and typography. Advertising has been advanced and made a profession with a high code of ethics as to integrity and service; in many States libel laws have been passed or amended conformitory to the rights of the press and for the protection of the people.

A professional Journal was established under the auspices of the Association in January, 1888, and is still maintained—The National Printer-Journalist—and other journals along the same lines have been established in different sections of the country. This Association was the first national organization of publishers and employing printers—most of the members conduct printing offices as well as newspapers—formed in the United States. The American Newspaper Publishers Association grew directly out of this organization.

W. H. Brearley — then of Detroit, Mich., since deceased—was appointed on a committee to inaugurate the business branch of the National Editorial Association, but finding that on account of the great variety of differing fields and varying character and circulation of papers, it seemed difficult for the members to readily co-operate, undertook with the aid of Milton A. McRae, then of Cincinnati, and prominent at the Cincinnati Convention, and E. H. Butler of Buffalo, N. Y., the formation of another organization to carry out the plans suggested, and was signally successful in forming the great association, composed of the leading daily papers of the Nation—The American Newspaper Publishers Association. Now, after a lapse of twenty-six years, the parent Association, under the new constitution adopted at Detroit, is planning to take up in a more systematic manner the plans for direct business co-operation suggested at the formation of the Association and even when first proposed at a convention of the Minnesota Editorial Association at St. Paul in 1884.

As the Association is entering upon this new era, under a new constitution, it is interesting to read the views, prophecy and forecast by the founder when he first suggested the organization. In his annual address as President of the Minnesota Editorial Association, in Mahtomedi Assembly Hall, at White Bear Lake, St. Paul, July 20th, 1884, Mr. Herbert said, as recorded on pages 9, 10, and 11 of the published proceedings of the Association for that year:

"I believe that the profession, which is so far-reaching in its influence should receive more thought and more careful preparation than is generally bestowed. Men should be carefully educated for this as they are for other professions. There should be

Schools of Typography and Journalism.

"The work of the editor, especially of the country editor, is very closely allied to that of the type-setter. He is often printer and proofreader as well as editor, and if not, then, very often, there is nothing from which he suffers more than from the over-wisdom and dense ignorance of the printer. The printer frequently, and most justly has the same complaint to make against the editor, and, under such circumstances, if there is not a devil in the office, the field promises well for the ancient gentleman of that name.

"Industrial schools are the crying want of our country. It is an age in which knowledge is power in every trade and more practical power of that kind is needed. So far has invention advanced all our trades that a thorough, practical education is requisite to any degree of success, and no man can, as a rule, expect to be permanently and thoroughly successful in any calling which he does not understand in all its branches.

"At your last meeting, you appointed a committee to consider and report on the subject of the purchase of a site, by the side of some one of Minnesota's beautiful lakes, as a summer resort of this association. It was in mind in planning the present meeting at this beautiful lake, that you should ascertain and know something of the advantages of such assembly grounds. It is an enterprise that is feasible through energy, patience and continued effort. If teachers and divines, students and theologians need a Chautauqua in New York and a Mahtomedi in Minnesota, the members of our profession can build and make successful an "Editoria" in this grand Northwest. We do not need it alone as a summer resort, however. If the proposition is ever carried through, let it include the founding of such a school as I have suggested. I will give my share in the profits which have been so justly and ably computed by our honored historian and senior Minnesota editor. I would rather be one of the founders of such a school than the founder of a fortune.

"When we get such a school, let graduation thereat, some twenty years or more hence, so as not to bar any of the present members (?), be made necessary to admission into this association. In the meantime, let us establish

Institutions of Typography and Journalism

In different portions of the State, where members of the profession and workers in "the art preservative of all other arts" may get together to learn and improve the knowledge, experience and practice of each other. An association with some such purpose was formed on the Hastings & Dakota railroad, last summer, and if kept up with monthly, bi-monthly or even quarterly meetings, it would prove a power for good beyond all computation.

"Whoever undertakes to enter the homes of a whole community every week and to speak to old and young and middle-aged of all the things that concern this life, has taken upon himself a fearful responsibility and owes a very weighty duty to his country. The feeling of duty is the highest incentive to noble and successful work. There is no inspiration equal to that of duty, and no men have excelled those who have worked under this grand inspiration, as the lives of the world's Tells, Zwingells, Luthers, Wesleys, Cromwells, Washingtons and Lincolns have proved a thousand times. Then, feeling all this, let us organize and work for advancement, and coming up from institutes, bringing our experience with us, let us make more broad and deep the work of this Association.

"It can be done in a hundred ways. Then let us look forward to a **National Association.**

"Formed of delegates from State Associations. There is no other calling in the country, that would be so much benefited by a national organization as would the publishers of weekly papers in the smaller cities and villages. In the matter of advertising alone through a properly organized and properly conducted national association, hundreds of thousands of dollars might be saved annually to the fraternity; besides this, would come the broader knowledge, and the security from the humiliation of being imposed upon, as well as a new feeling of national fraternity and interest, and in favor of united action, backed by wider information, that will result in much good to the best interests of every section of our grand and beloved land.

"By all these means and a hundred others, that will be reached through organization, may we place our profession in that high and honored position where it belongs. Then shall our types click as sober facts the poet's song:

"The Press! all lands shall sing;
"The Press, the Press, we bring
All lands to bless.
"O, Pallid Want! O Labor stark!
"Behold, we bring the second Ark!
"The Press! The Press! The Press!"

"Here shall the Press the people's rights maintain,
"Unawed by influence, and unbribed by gain;
"Here patriot truth her glorious precepts draw,
"Pledged to religion, liberty and law."

"INFLUENCE FOR BETTER PRINTING AND MORE SUCCESSFUL PRINTERS."

Mr. B. B. Herbert, Editor National Printer-Journalist,

Dear Sir:—I am submitting herewith copy of Biographical Sketch of Mr. F. O. Climer, Director of the School of Printing at Indianapolis, for publication in the December number of the National Printer-Journalist.* * *

From my familiarity with the National Printer-Journalist, extending over a good many years, I am aware that your heart has always been with any influence for better printing and more successful printers, especially with the younger men who have a career in the making. For this reason, I have taken the liberty of introducing briefly a reference to the School.

Thanking you for your interest and the publicity afforded by your most excellent journal, I remain,

Yours very truly, TOL. G. McGRAW.

H. C. Sticher of the Belleville, Kansas, Telescope has accepted the position of Secretary to Congressman Rees of that State, and has sold his interest in the paper to A. Q. Miller, who will continue the publication.

The Ben Franklin Club of Cincinnati has induced the school board of that city to establish a School for Apprentices in printing and the employing printers are expected to allow their boys sufficient time to attend some sessions of the school. Such a school, if properly managed, should be self-sustaining in any large city. The modern city schools use a great amount of printing which could be done in such school. The Printing Trade News sees in this Cincinnati incident a practical method of establishing these schools and securing for the future competent workmen.—Kansas City Pointers for September.

There are more chances for misrepresentation, for downright falsehoods, exaggerations, appeals to passions, ignorance, and partizanship on the rostrum, or at the hustings, with little or no opportunity to reply and less opportunity for consideration or investigation, than is the case of the newspaper or in regard to things published therein. The newspaper is, in a broad sense today, the only free, open forum for the people. There are no longer, or at least very seldom, free, joint discussions before the gatherings of people for the purpose of hearing presentations of facts and reaching decisions as in the forum at Rome. The people cannot now well gather in sufficient numbers to make the old method practical and the newspapers afford a better means than was the old forum, and the newspaper that would not today present both sides and freely open its pages to the correction of misstatements or errors and the fair presentation of opposing views would very soon go out of business. We do not by any means wish to say that the rostrum and the pulpit have lost their usefulness. There is a power in the spoken word, by men of deep convictions, strong personalities, and clear, honest minds above the power of the printed word, but the spoken word can be used to advance wrong and errors and to perpetrate and perpetuate frauds and to advance or to defend corruptionists, wrong-doers, and demagogues, with less chance of exposure, on the rostrum or at the hustings, than in the newspapers.

BUSINESS AND OTHER NOTES

THE STORY OF A NEW TYPE FACE

The Lanston Monotype Machine Company has just completed the cutting of a new and beautiful Old Style series of type, modeled on one of the later Didot Old Styles cut in France about 1812. The new face has been enthusiastically received by the craft of magazine and book-makers and is used for the first time on any magazine by Suburban Life in the November issue. These fonts were cut by the Monotype Company at the suggestion of J. Horace McFarland, of the Mount Pleasant Press, Harrisburg, Pa., printers of this handsome publication.

Using a whole page, Mr. McFarland, over the signature of "The Printer," devotes a few paragraphs to the giving of some vital truths about type and typography in general and concludes with an interesting story of the new face (No. 172E), or "Suburban French," as it is now

SUBURBAN FRENCH

A New Monotype Old Style Series Cut for

12345 *Suburban Life* 67890$

called. The new series is completed in all sizes from six to twelve point, inclusive, and the larger sizes from fourteen to thirty-six point are in preparation. Mr. McFarland's narrative, in part, is as follows:

"Nearly a year ago, searching in New York for certain books, The Printer came incidentally upon a paper-covered volume of De Maupassant, printed in what touched his eye as a most beautiful and most readable type. He recognized an old face, which later investigation showed had been designed in 1812 by the great French founder, Firmin Didot, but was here refined so that the printed page it produced was a sheer delight to the appreciative eye.

"'Here's a new dress for Suburban Life,' said The Printer to himself. Securing the De Maupasant volume, he began to bother his friends of the Monotype Company—for it was desired to use for making more perfect the typography of the Magazine that mechanical marvel which casts every type new and 'sets' it into the words and lines as a consequent click of the typewriter-like key. Then came drawings large, small, many discussions relating to the swing of the 'R,' the flourish of the 'f,' the little 'serifs' on the 'p,' 'q,' 'd,' and other ascenders' and 'descenders,' and trials of words long and short, as the letters were each painstakingly cut into the ends of steel bars. The relation of the face to smooth paper, its 'color' capacity, and, above all, its critical legibility, were studied and scanned, until finally The Printer was satisfied, and the resulting of 'matrices' came to be ready for his use.

"So now the result is ready in these November pages. The new face The Printer has christened 'Suburban French.' It seems to him to combine an expression of the free air that surburban living stands for with the solid elegance characteristic of the land of the fleur-de-lis.

That this new-old type-face may justify its existence and its use in making better the better words of this better magazine is the hope and aim of The Printer."

A series of nine striking Rocky Mountain views in colors, put up in convenient folder form, with descriptions of some of the wonder places of the West, has just been issued by the Denver & Rio Grande Railroad. It bears

the title "Panoramic Views" and is printed on good paper with stiple effect, which reproduces most effectively the original water color paintings from which the illustrations were made.

THE MIEHLE PRESS IN SOUTH AMERICA

Mr. Sigmund Krausz of the Miehle Printing Press & Manufacturing Company of Chicago, has lately returned from an eight months' journey in Mexico, Costa Rica, Panama, Ecuador, Peru, Bolivia, Chile, Argentine, Uruguay, Paraguay, Brazil, Venezuela and Cuba, where he invesigated the conditions of the printing business in general, visiting newspapers and job printers and getting valuable information of technical and graphic nature.

The trip was undertaken with a view of looking up Miehle Presses working in customers' shops in those territories, to renew old established relations and to form new ones in the interest of his concern which, he found, aside from the manufacturers of newspaper rotary presses, the only American factory enjoying an enviable reputation as a quality producer in two-revolution flat-bed presses.

"It is no exaggeration," says Mr. Krausz, "when I say that there is hardly a printing establishment in all the countries I visited, where the Miehle is not favorably known and spoken of, and when it comes to shops where they are in use, I was made proud by the unstinted praise bestowed on the ecomonical performance, efficiency and durability of our presses.

"As an example I may quote six Miehle Presses of large size which have been working day and night for over six years in the big establishment of "Zig-Zag," the most important publishing office in South America, which has printed its five magazines on these machines during the period mentioned, without necessity for any repairs whatever and under continuous pressure of 2,000 to 2,200 impressions per hour.

"A similar testimony was given by the Compania General de Fosforos, the largest printing office in Buenos Aires, where several Miehles have also been employed since 1904, and the most practical proof of entire satisfaction has been given by our receiving last summer orders for four new machines from these two houses.

"I could quote similar instances from Mexico, Cuba and otherf Latin American countries, but we are not given to blowing our own horn too much. On the other hand I regret to state that American manufactures in general, with the exception of well known indispensable specialties such as agricultural machinery, typewriters, etc., are not looked upon with much favor on account of reluctance of our manufacturers to comply with South American business methods, faulty packing, and—what is most deplorable—shipping goods not in strict accordance with samples.

"As to the business of printing machinery, in general, it is the Germans who have the upper hand at present, having crowded out the French, who at the opening of the market some thirty or forty years ago almost had the monopoly of it. British manufacturers sell here and there a few machines to English printing establishments, and some Italian presses are going to countries with large Italian population, such as Argentine and Brazil. Once in a while a Belgian machine is seen, too, but the bulk of presses, as I said before, comes from Germany.

"In this connection I must mention a fact; and that is that most of the foreign two-revolution presses which, with the advance of the graphic arts in South America, have been lately imported there, show more or less ill-designed attempts to imitate the bed motion and other features of the Miehle which have made it the undisputed leader in modern flat-bed printing presses.

"After all, imitation is the most sincere flattery."

ONE YEAR'S BUSINESS

During the fiscal year ended September 30, 1911, orders were entered for shipment from the Brooklyn factory of the Mergenthaler Linotype Company for 1,227 Standard Linotypes. It is interesting to note that of this large number of machines 509, more than 40 per cent, went into 409 new offices—i. e., offices which had not been users of the Linotype before—while 718 were sold on repeat orders to offices which already had installed one or more Linotypes.

The fact that more than 200 of these orders were for the new Quick Change Model 8 (three magazine) and Quick Change Model 9 (four magazine) Linotypes which have been on the market only about six months, indicates that printers and publishers realize the practical possibilities of these new machines and have been quick to take advantage of the multiple magazine idea. It evidences their intention to eliminate more and more hand composition and distribution in their composing rooms, and their growing conviction that for ad and display composition as well as for straight matter the Linotype way is the only way.

A neat little book of panoramic pictures of orchard and farm scenes in Colorado, Utah and New Mexico has just been issued by the Passenger Department of the Denver & Rio Grande. Its title is "The Land of Irrigation," and the illustrations, which comprise the greater part of the booklet, convey an excellent idea of the various fertile valleys of the Rocky Mountain region.

J. E. Junkin, formerly editor and proprietor of the Sterling, Kansas, Bulletin, and Past-President of the National Editorial Association, is now located at Miama, Florida. He has interests in Florida and other Southern States, but his change was made on account of Mrs. Junkin's health. He maintains his interest in the National Press Association and writes in favor of a convention at some southeastern point, like Richmond, at as early a date as is found practical. He will probably return to newspaper work.

Mr. Junkin sold his paper last May or June, to Mr. and Mrs. S. R. Lyons. The new publishers conduct the business under the firm name of Lyons and Lyons. Both are practical newspaper workers, and were raised in printing offices. They published the Clipper at Clarion, Iowa, for some years, but had an idea they would like Kansas and sold out. At Lincoln they published the Republican for a year. This paper was built up and strengthened, and sold to good advantage.

Then they went to Sterling and entered into negotiations for the Bulletin. Knowing something about newspaper properties, the Bulletin looked good to them. Mr. Junkin made them a price based upon the excellent equipment of the office and the volume of business. This they accepted, and the deal was consumated on May 31, possession to be given June 15th.

The Bulletin is considered one of the best newspaper properties in Kansas. It has been built up slowly, but upon a firm basis. It occupies its field thoroughly. With very few exceptions it enters all the homes within trading distance of Sterling. Its aim has been to become in every respect a "home newspaper." The job office has constantly enlarged its facilities and is now equipped to do almost any kind of book and commercial work. It has established an excellent reputation in this department. The old force of workmen are retained. They know the office and the wants of its customers.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ANYBODY can make good cuts with my simple zinc etching process. Specimens and particulars for stamp. Process $1.00. DAY, WINDFALL, INDIANA.

SPECIAL BARGAINS—WE ARE MAKING ROOM for additional stock and therefore giving discounts of from 10 to 25 per cent for cash on all rebuilt machinery. If you are planning to buy now, or in the near future, write or call on us at once. Machinery can be seen in operation. We have the largest stock of second-hand and rebuilt machinery in Chicago. Established 35 years. WANNER MACHINERY COMPANY, 215 W. Congress St., near Fifth Avenue, Chicago, Ill.

LINOTYPE FOR SALE—Model 4, two-letter, with all its magazines, matrices and other accessories. In good condition. Has had little use. Only reason for disposing of Linotype have replaced with additional Monotype. Chapple Publishing Co., 944 Dorchester Ave., Boston, Mass.

FOR SALE—VERY CHEAP—Two-color Huber Press. Prints sheet 33 x 57 inches. Has Economic Feeder attached. Good condition. Immediate delivery. Address Gibbs-Brower Co., 261 Broadway, New York City.

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

$5,011.23 returned owner in recent fiscal year central west daily newspaper. City of 20,000. Owner represents that but $1,000 of the profit represents his salary, as about all he did for the property was to write the editorials. Price $33,000; $17,000 cash, balance deferred.

Proposition C. A,

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

Bargains in Printing Presses

FOR SALE

FOR SALE—One Cox Duplex Printing Press. Prints 4-6-8 pages. Overhauled and rebuilt. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Pony Straightline Press. Prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Four-deck Straightline Press, prints from 4 to 32 pages; one Goss Three-deck Straightline, Press prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price. GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist

STATION X, - - - CHICAGO, ILL.

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Megill's Patent
SPRING TONGUE GAUGE PINS

$1.20 per doz. with extra tongues.

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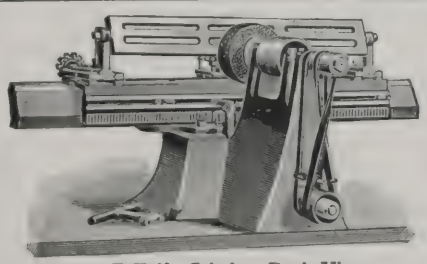

Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

"Our Mutual System of Trading"

The Conversion of Basolio

Announcement! Our President having for years been interested and a believer in co-operation, as practised in Great Britain and other European countries, we announce *our conversion to the cause of co-operation* and herewith go on record to the effect that we have become affiliated with a co-operative movement which will enable printers to purchase their supplies in our line *at no higher prices* than they would have to pay elsewhere — and yet participate quarterly, in *pro rata* to their purchases, in the profits of the business.

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33x48 Cottrell, 2 rollers, rack and screw, distribution, tapeless, air springs	600
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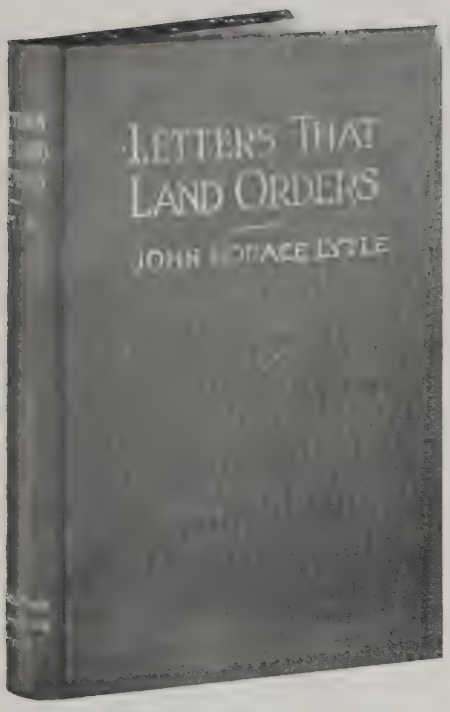

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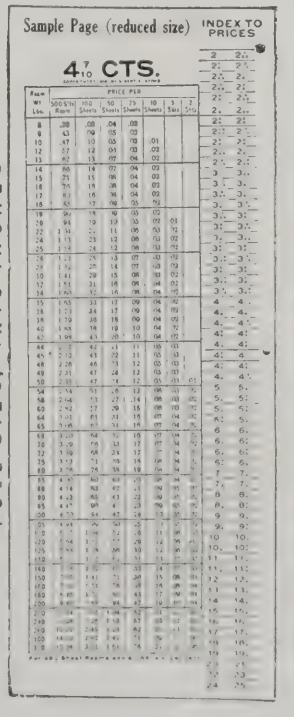
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